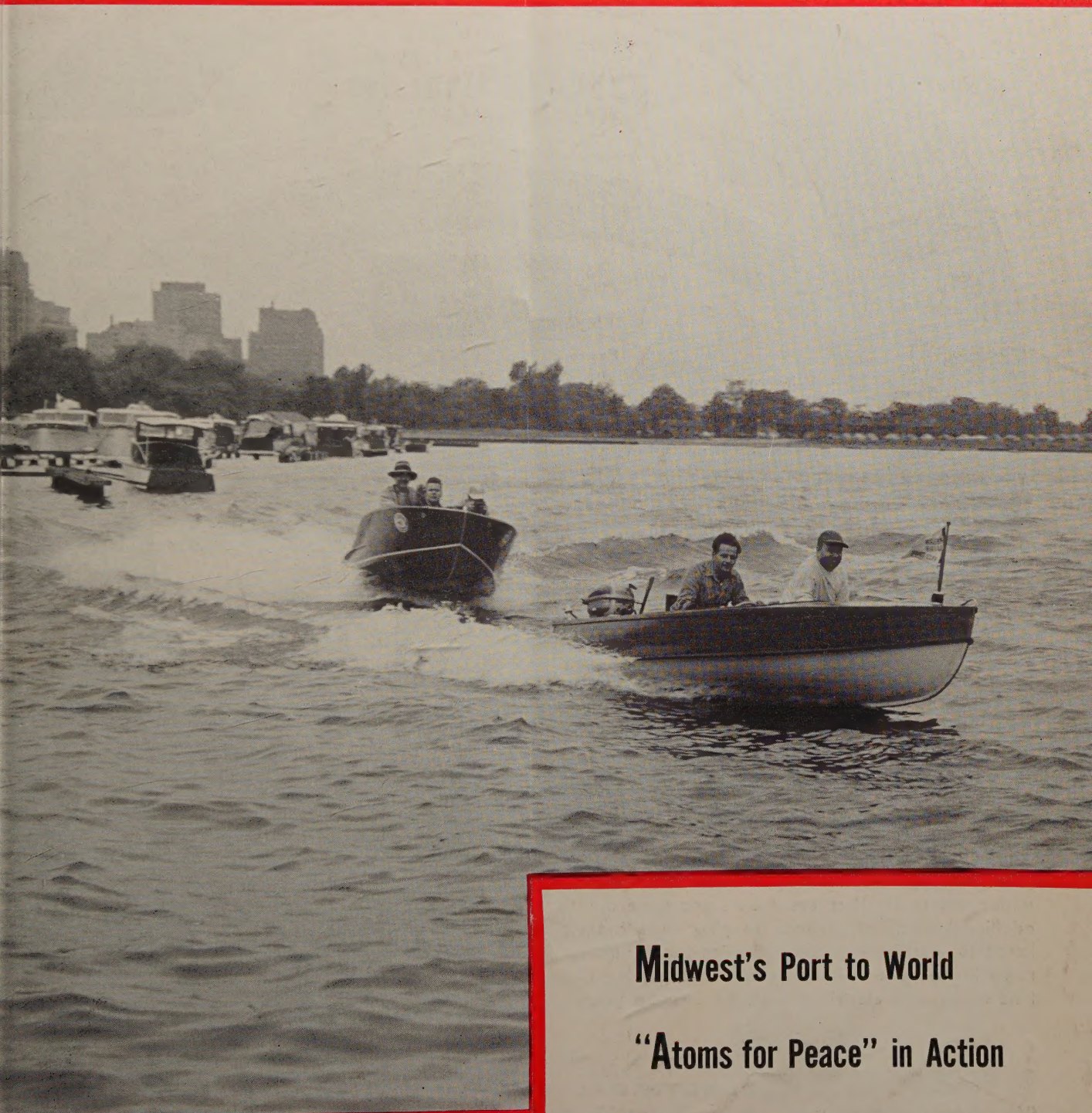


COMMERCE

AUGUST 1955

35c



Midwest's Port to World

"Atoms for Peace" in Action

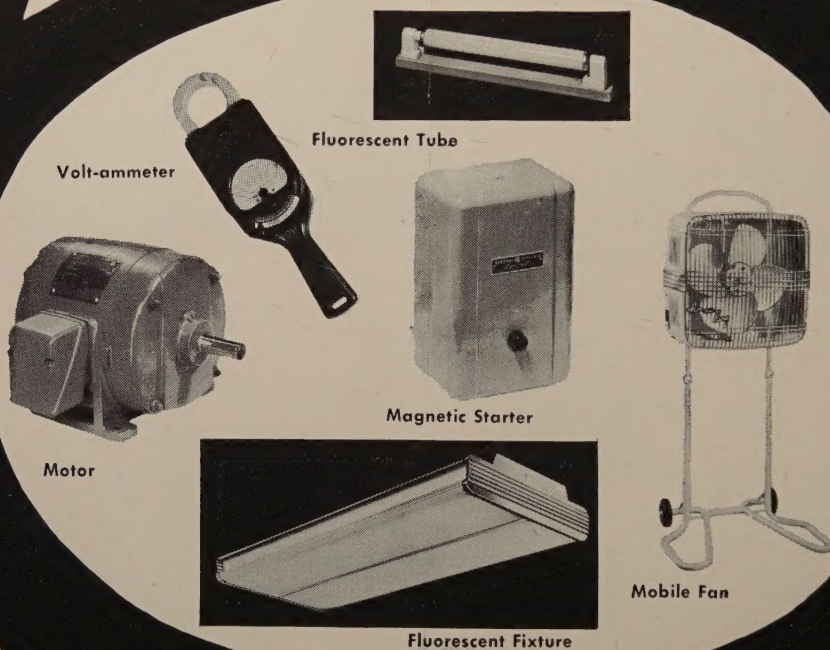
Do Corporations Give Enough?

16 Million Sunday Sailors
(See page 5)

14,994

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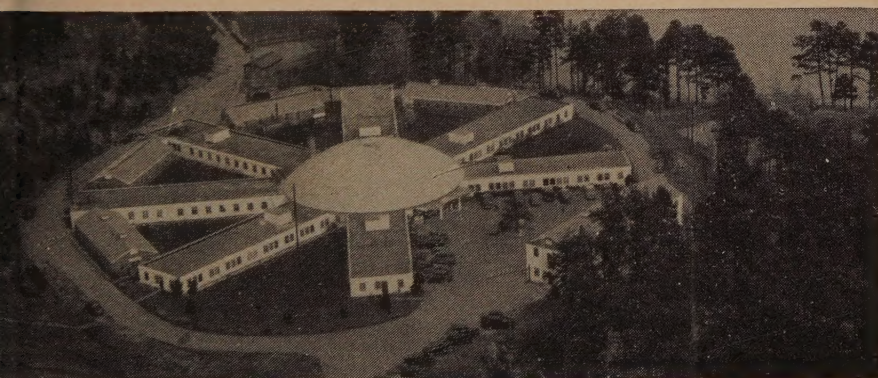
• ONtario 2-1194



Only STEEL can do so many jobs so well



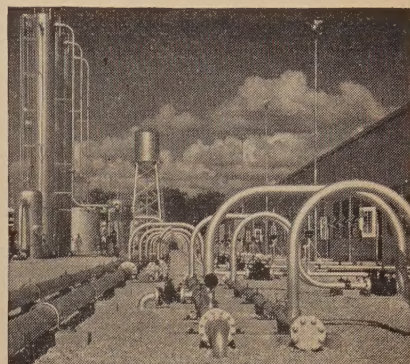
Kashi Ram is an Indian Rhinoceros at the Chicago Zoological Park, Brookfield, Ill. He's 10' high, 12 feet long, and weighs 4,000 pounds. United States Steel built and erected the rhinoceros-proof fence at the front of Kashi Ram's cage. The bars are 1 1/2" (outside diameter) extra-strong pipe welded through heavy steel channel sections.



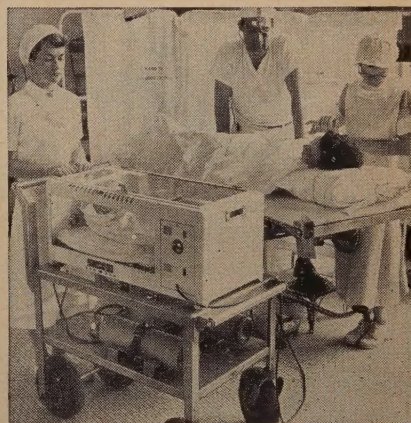
Here's a Steel Hotel in Georgia. It's built like a wheel, with a 1500-seat auditorium for the hub. The wings radiate like spokes of the wheel, so that every guest has an outside room. Steel construction allows greater comfort per dollar of cost.

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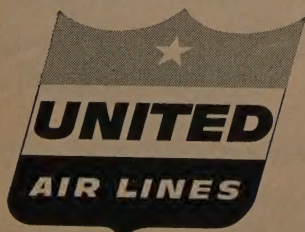
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statistics of...

Chicago Business

	June, 1955	May, 1955	June, 1954
Building permits	1,117	1,173	974
Cost	\$ 19,912,600	\$ 27,640,100	\$ 16,919,300
Contracts awarded on building projects, Cook Co.	5,170	5,403	2,751
Cost	\$ 157,262,000	\$ 166,753,000	\$ 59,294,000
(F. W. Dodge Corp.)			
Real estate transfers	10,089	9,333	8,910
Consideration	\$ 7,527,881	\$ 4,417,000	\$ 6,779,820
Bank clearings	\$ 4,431,546,650	\$ 4,663,799,237	\$ 4,113,920,646
Bank debits to individual accounts: 7th Federal Reserve District	\$26,736,000,000	\$26,175,000,000	\$23,521,000,000
Chicago only	\$13,113,135,000	\$12,927,215,000	\$12,072,234,000
(Federal Reserve Board)			
Bank loans (outstanding)	\$ 3,058,000,000	\$ 2,875,000,000	\$ 2,785,000,000
Midwest Stock Exchange transactions:			
Number of shares traded	2,412,000	1,789,000	1,561,495
Market value of shares traded	\$ 83,696,323	\$ 61,002,912	\$ 54,610,651
Railway express shipments, Chicago area	835,475	821,877	850,157
Air express shipments, Chicago area	67,716	65,996	59,474
L.C.L. merchandise cars	18,539	17,697	17,603
Electric power production, kwh	1,416,398,000	1,489,374,000	1,334,269,000
Industrial gas sales, therms.	13,829,940	14,092,435	12,723,316
Steel production (net tons)	1,784,300	1,915,600	1,575,200
Postal receipts	\$ 12,566,419	\$ 11,605,951	\$ 11,662,171
Air passengers:			
Arrivals	404,684	372,852	352,725
Departures	427,456	387,280	374,041
Consumers' Price Index (1947-49=100)	117.4	117.2	117.3
Receipts of salable livestock	404,046	441,258	382,302
Unemployment compensation claimants, Cook & DuPage counties	59,480	60,971	99,815
Families on relief rolls:			
Cook County	27,853	28,571	21,417
Other Illinois counties	14,343	15,372	14,031

September, 1955, Tax Calendar

Date Due	Tax	Returnable to
1	Second installment of 1954 Real Estate taxes becomes delinquent on this date and subject to penalty of 1% per month thereafter	County Collector
15	Illinois Retailers' Occupation Tax return and payment for month of August	Dir. of Revenue (Ill.)
15	Last date for depositing in authorized depository Social Security tax and Withholding tax if sum is \$100 or more and \$100 or more of Excise tax from previous month.	Authorized Depository
15	Corporations file estimated tax for 1955 and pay 10% of the tax due or 5% of the tax due with the remaining 5% to be paid on or before December 15	District Director of Internal Revenue
15	Payment of one-quarter of 1955 estimated tax found due April 15, or one-third of the balance of 1955 tax found due June 15. (Those required to file declaration for the first time pay one-half of the balance of the 1955 estimated tax.) If declaration is revised, pay three-fourths of tax due by this date	District Director of Internal Revenue

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Contents

Chicago To Be Midwest's Port To World	By Paul Kunning	13
Do Corporations Give Enough Money To Philanthropy?	By David Graham	15
"Atoms for Peace" In Action	By Phil Hirsch	16
Can Private Enterprise Rehabilitate East Chicago?	By Thomas S. Watts	18
16 Million Americans Turn Sunday Sailors		20

Regular Features

Statistics of Chicago Business	2
The Editor's Page	7
Here, There and Everywhere	8
Trends in Finance and Business	10
Industrial Developments in the Chicago Area	29
Transportation and Traffic	33
New Products	36
Stop Me — If	40



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in this issue...

Chicago is on the threshold of its greatest economic boost as a result of three waterway projects, two of which are now underway, that will make it the leading deep water port in the mid-west. The three projects are the St. Lawrence Deep Waterway, the Lake Calumet Harbor and the improvement of the Calumet-Sag Channel. What will they mean to the Port of Chicago and the area it serves? How do they relate to one another? Paul Kunning's article, page 13, answers these queries and projects some interesting statistics about the economic outlook for Chicago.

Corporations contribute over \$400 million annually to private philanthropy, a reputable donation considering its size, but it's not enough. David Graham, financial vice president, Standard Oil Company (Indiana), and 1955 campaign chairman for the Community Fund of Chicago, Inc., tells why in the article starting on page 15.

At Argonne National Laboratory, 28 miles southwest of Chicago, the U. S. Atomic Energy Commission has established a unique school for teaching peacetime uses of nuclear energy. Thirty scientists from 19 countries are attending the classes and garnering, first hand, the U. S. knowledge of peacetime uses for the atom. The article by Phil Hirsch, page 16, unfolds this bold plan.

East Chicago, Indiana, is a city that's been where it's going. Its ills are common but more acute than in other towns so private enterprise is stepping in to inject new hope and life to a vital area of Mid-America. Read Tom Watts' article, page 18, for more details.

Our Cover

The American public's willingness to invest larger and larger sums for leisure-time products and services has caused a boom in the boating business. The article on page 20 discusses the increase in the number of weekend yachtsmen and the problems resulting from the industry's rapid growth. The picture on our cover is through the courtesy of the Chicago Park District. It shows some of the Sunday sailors enjoying Chicago's lake front.

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The Editor's Page

The Road To A Balanced Budget

The budget can be balanced and taxes cut — without any reduction in military strength, and without eliminating any item of useful public works or any “delivered” federal contribution to health, education and welfare.

This is the conclusion reached in the final Hoover commission report to the Congress, which summarizes the recommendations made in the 18 previous reports in specific agencies in the executive branch of the government.

The second Hoover Commission, which has now wound up its monumental task, was given a much broader assignment than the first Hoover Commission of 1947. It dealt extensively with questions of policy, whereas the first commission was largely confined by the enabling law to administrative and organizational matters. In the course of its work the commission studied 60 of the 64 independent government agencies for which the President is directly responsible. These account for over 95 per cent of executive branch expenditures. The magnitude of the job is indicated by the fact that federal medical services are carried on by 26 executive agencies, legal services by 54, research and development by 29, insurance and related activities by 14, and transportation by 22. During their investigation of the government's activities in food and clothing, to take just one illustration, members of the commission's task force on subsistence visited 115 separate installations.

The recommendations fall into three categories. Fifty of them are of a nature which might be presented to the Congress by the President under the Reorganization Act of 1949 or implemented by executive order; 45 are within the authority of the various departments and agencies to adopt; and 167 would require Congressional action, though they could be covered by a much smaller number of legislative acts.

The reductions in expenditures which could be made, according to the studies, are enormous. Here are a few examples of specific estimated savings: Budget and accounting, \$4 million; medical services, \$290 million; lending, guaranteeing and insurance activities, \$200 million; overseas economic operations, \$360 million; paperwork management, \$288.3 million; real property management, \$185 million; personnel adjustments in the Department of Defense, \$388.8 million. In addition, task force reports say that great potential savings could be made by lessening and eliminating government operations which are in competition with private enterprise and in other ways, though specific sums are not mentioned.

The total estimated savings specified in the reports come to \$8.5 billion. This, Mr. Hoover has pointed out, is too high, because there is some overlapping. Even so, there would be enough to balance the budget (the deficit this year is forecast at about \$2.4 billion) and to allow for tax reductions.

The commission also shows how large capital sums could be regained by the Treasury by liquidating certain lending agencies, disposing of surplus property, and so on. It makes recommendations for lifting some of the burden of administrative responsibility from the shoulders of the President who, obviously, cannot possibly give adequate personal attention to all the varied and complex agencies in the executive branch.

The commission staff is now drafting the necessary legislation to put its proposals into effect. Some will probably be passed without serious opposition by future Congresses. Others will deal with controversial matters and will have a difficult time in Congress. All of the savings possible probably never will be realized. The commission has, however, mapped a course which clearly shows the way and from which the country cannot help but gain. The highest praise is due it.

Program For Everybody

The Treasury Department and the National Association of Manufacturers have launched a program which deserves the support of every business. They are campaigning to boost the purchase of United States Savings Bonds by payroll deduction. There are many reasons why regular saving by the purchase of bonds is socially and economically desirable.

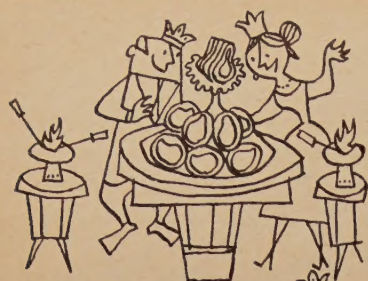
Treasury Secretary Humphrey has ably summed up four of the most important ones in these words:

“Promoting Savings Bonds sales will not only help us to manage the national debt properly, but also will give more people a sense of participation in the government,” he said. “One of the greatest services of the bond program is to build sentiment for sound money policies that will protect the value of people's savings and keep us out of the bottomless pit of inflation.

“People who have a backlog of Savings Bonds have a sense of security that enables them to go ahead and buy in substantial amounts. I think this had a lot to do with the pickup in business that we've had this year.”

In a sentence, widespread buying of Savings Bonds is good for the individual, for business and for the whole economy.

Alan Study



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Here...There... and Everywhere

• **Record Steel Production** — Steel mills in the six-county Chicago Metropolitan area set a June production record of 1,784,300 net tons. The June record pushed steel production for the first six months of 1955 to 10,651,200 net tons, an all-time high for the first-half period. Previous peak was 10,581,300 net tons turned out in the first six months of 1953. Last year in the comparable period 8,994,900 net tons of steel were produced.

• **Stock Splits** — The year 1955 may well set a new record for the number of listed stocks split-up on a 2-for-1 basis or better according to the New York Stock Exchange. During the first 23 weeks of the current year, 49 listed stocks were either split or plans to split were announced. The 23-week total topped the number of splits put into effect in eight of the previous ten full calendar years; equalled the total for another year; and was topped only by the record 74 splits effected in 1946.

• **Safety Aid Available** — A catalog listing the accident prevention aids prepared for industrial distribution by the National Safety Council is available without cost. Write to the council asking for service guide 2.1. The address: 425 N. Michigan Avenue, Chicago 11, Illinois.

• **Rubber and Radiation** — Discovery of materials that extend the service life of rubber at least ten times when exposed to atomic radiation has been announced by B. F. Goodrich Company, Akron, Ohio. The materials, added to rubber stocks in process before vulcanization, are called "anti-rads." The nature of the materials was not disclosed.

• **Steel Stalwarts** — Over 30 employees out of every thousand actively employed in the steel industry in 1954 were 65 years of age or over. The average length of continuous

service of hourly wage employees in the industry with the current employer was 12.5 years. Almost 1,700 steel workers have been with their present employer for 45 years or more.

• **Synthetic Ergot** — Ergot, a parasitic fungus in which the valuable muscle contracting drugs ergotamine and ergonovine are made, has been produced in a radioactive form at Argonne National Laboratory. Ergot drugs have been used widely in obstetrics for more than one hundred years and ergotamine is a well known treatment for migraine headaches.

• **Set Up European School** — The Minneapolis-Honeywell Regulatory Company will establish a technical training school in England to groom engineers and other technical personnel in the use of automatic control equipment used broadly in the United States. This is believed to be the first full-time training school set up abroad by an American manufacturer. Classes for the first year will be company personnel. Later plans call for customer "students."

• **The Paper Box Market** — The American public buys more than 10 billion paper cartons a year as carriers and protectors of various products according to the Folding Paper Box Association of America. There are 572 companies making folding cartons with an annual volume of \$800 million. A decade ago the industry volume was \$277 million.

• **Rolling Art Exhibit** — The new lounge car of Chicago & Eastern Illinois Railroad's streamliner, "The Meadowlark," has incorporated "mobile art gallery" motif. The paintings which make up the exhibit are the work of amateur members of the Danville, Illinois, Art League. It is said to be the first "art

(Continued on page 35)

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Trends . . . in Finance and Business



• **Wages, 1941-1954** — The following table shows the changes (in percentages of the total) in the distribution of factory workers by straight-time hourly earnings between the early days of World War II and 1954:

Average Hourly Pay (in cents)	January, 1941	Summer, 1945	April, 1954
Under 50	31%	3%	—
Under 75	69	32	*
75 to 100	20	28	10
100 to 150	11	34	27
150 to 200	*	6	38
200 and over	*	*	25

* Too small for tabulation.

Source: U. S. Bureau of Labor Statistics.

• **Eliminate Air Sickness**—Swissair, the airline of Switzerland, is installing a new scientific device in all its aircraft to eliminate tobacco and cooking odors and to prevent air sickness and nausea.

In technical parlance, the device, called "P-6," is a hydro-carbon chemical which is non-toxic and non-irritating. It prevents sensitization from tobacco, cooking and other odors by disintegrating these odors as they form. It also chemically precipitates the vapor pressure inside an aircraft, thus preventing nausea and flight fatigue.

For the first time, cigar-smoking will be encouraged on Swissair flights, because with "P-6" there is no chance of the smoke or smell disturbing other passengers according to the airline. "P-6" itself is odorless. Instead of filling the air with perfume, it acts chemically to overcome smoke and fumes. The devices will be attached below the passengers' seats, on alternate rows. Dr. Walt L. Phillips, of Phillips Scientific Laboratories, Newark, N. J. developed "P-6."

• **Savings and Loan Boom**—The nation's savings and loan business

had its biggest six months' growth in its history during the first half of 1955. An estimated \$3 billion gain in assets was rolled up by thrift and home financing institutions in the first half of the year, according to the United States Savings and Loan League.

Assets of the nation's savings associations amounted to an estimated \$34.5 billion on June 30, 1955, compared with \$31.5 billion on January 1, 1955, and \$29 billion on June 30, 1954. This year's gain, compared with a gain of \$2.3 billion in the first six months of 1954 was the largest six-month gain in the history of the business.

The League also reported gains in lending activities of its members. They made a total of \$5.6 billion in home mortgage loans in the first six months of 1955, 40 per cent more than in the like period of 1954. The increase in lending activity brought the total mortgage portfolio of savings and loan associations to \$28.6 billion, about nine per cent higher than at the start of this year and nearly 19 per cent higher than it was on June 30, 1954.

• **Growing Suburbia**—Suburban areas are rapidly acquiring economic as well as social characteristics and becoming a place to work as well as to live.

The breadth of this development is indicated in new statistics compiled by the federal government. The figures show that practically half of all last year's \$16.5 billion of building permits issued were for construction in the suburbs of the nation's metropolitan areas. Twenty per cent more were for nonmetropolitan building. Thus only about 30 per cent of the 1954 construction

activity took place in the central cities of metropolitan districts.

More than half of all factories built in the United States in 1954 in terms of construction costs were in suburban areas, and 20 per cent more were located outside metropolitan limits. New industrial plants were second only to housing last year in the degree of their concentration in suburban communities.

Based on dollar valuation of building permits, more than two fifths of all store and mercantile establishments put up last year were in the suburbs, and another fifth beyond the metropolitan fringe. Shopping centers played a big role here. While office buildings are still a big city characteristic.

Reasons for the switch to suburbia: the rapid growth of population, congestions of cities with attendant traffic and commuting problems, and the decentralization tendency in business and industry.

The following table gives the percentage breakdown of principal types of construction activity in the United States by location in 1954, based on building permit valuations:

Type of Building	Central Cities	Suburbs	Non-metropolitan Areas
All construction	31%	49%	20%
New Dwellings	25	57	18
New Non-residential	38	38	24
Industrial	28	52	20
Store & mercantile	37	43	20
Office buildings	60	27	13
Public utility	35	39	26
Community (a)	39	34	27
Gas & service stations	28	34	38
Amusement buildings	42	32	26
Alterations & repairs	48	31	21

(a) Educational, institutional and religious buildings.

Source: U. S. Depts. of Commerce and Labor and the Institute of Life Insurance.

• **Growth Stocks**—Growth stocks, which have a reputation for giving the investor a comparatively small return, appear in a much more favorable light when current dividends are related to market prices of five years ago, the New York Stock Exchange reports.

Based on cash dividend payments in the 12 months ended June 1, 1955, and market prices of five years earlier, the yields of 20 well-known growth stocks range all the way from 2.3 to 14 per cent. Based on market prices of June 1 this year, however,

yields ranged from less than 1 to a maximum of 4.1 per cent.

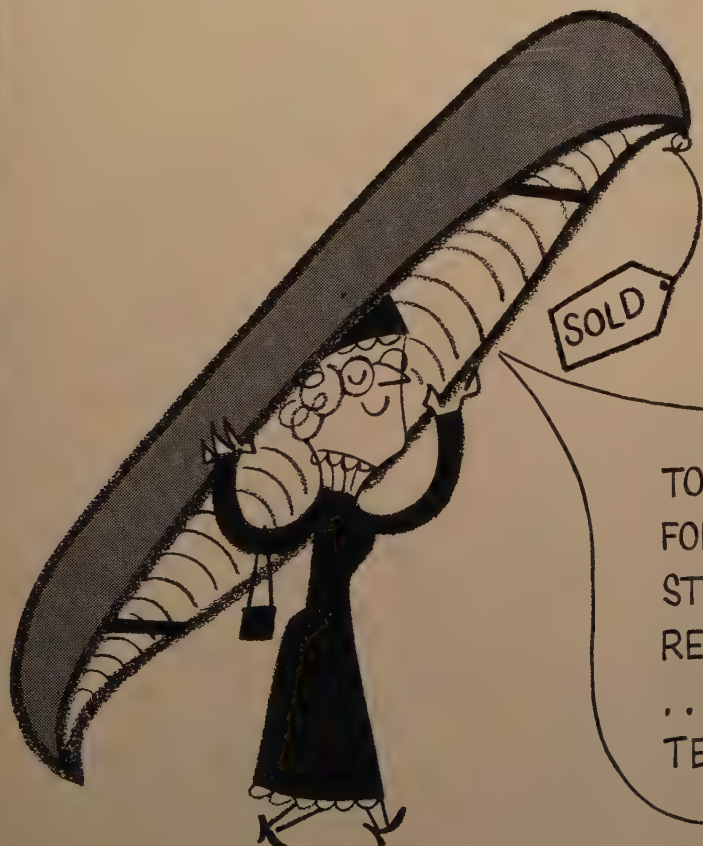
The investor who bought any one of 14 of the 20 stocks five years ago would enjoy a yield of better than six per cent, based on June 1, 1955, prices. Only six show yields of less than six per cent. Yield is figured by dividing total dividends received in the preceding year by the current market price.

For the 20 issues studied, market price advances during the five years ended June 1, this year, ranged from 79 to 574 per cent, with 15 of the 20 registering gains of better than 100 per cent.

• **Duplicating Diamonds**—Scientists of the General Electric Company research laboratory opened up new frontiers when they successfully made small diamond crystals.

A few years ago researchers found that diamond synthesis would require pressures above 300,000 pounds per square inch at temperatures around 3600° F. To duplicate these conditions, General Electric developed a reaction chamber capable of withstanding 1.6 million psi at

(Continued on page 32)



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Chicago To Be Midwest's Port to World

By **PAUL KUNNING**



WHEN work started on the Illinois and Michigan Canal 119 years ago, there was "wild" speculation in canal lands. Real estate values within the city "boomed" and public officials were busy prophesying mass influxes of population and business to Chicago-land.

The excitement was justified.

Within ten years after the canal opened to traffic, Chicago's population jumped from 20,000 to 91,000; its manufactured output from \$2 million to \$15 million. Land prices soared. Trade which previously had gone to St. Louis was diverted to Chicago. The canal also brought to the city its first grain exchange and its first wholesale trade.

Prospects Bright

Today Chicago is on the threshold of an even greater economic boost but nothing remotely resembling widespread excitement exists. Yet there's more reason today for an

The author is manager of the Commercial Development Department of The Chicago Association of Commerce and Industry.

When completed the Calumet-Sag Channel will be wide enough for two-way traffic of multiple tow barge shipments

optimistic outlook for Chicago's future than at any previous time in its history. Three waterway projects are responsible for the bright prospects.

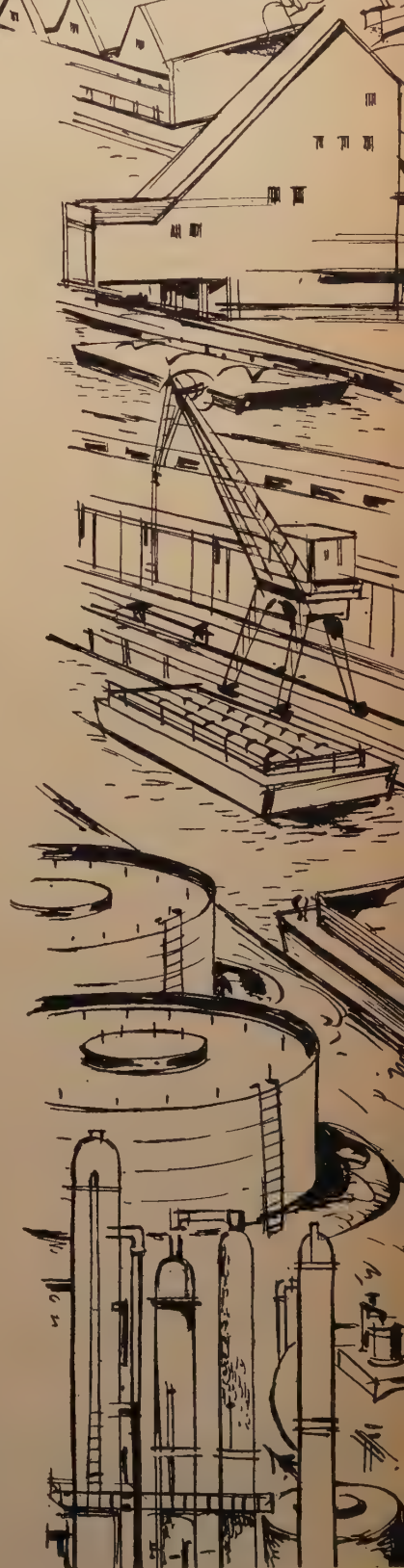
The three projects are the St. Lawrence Deep Waterway, the Lake Calumet Harbor and the improvement of the Calumet-Sag Channel. Work on the first two has started. All are expected to be completed by the Spring of 1959.

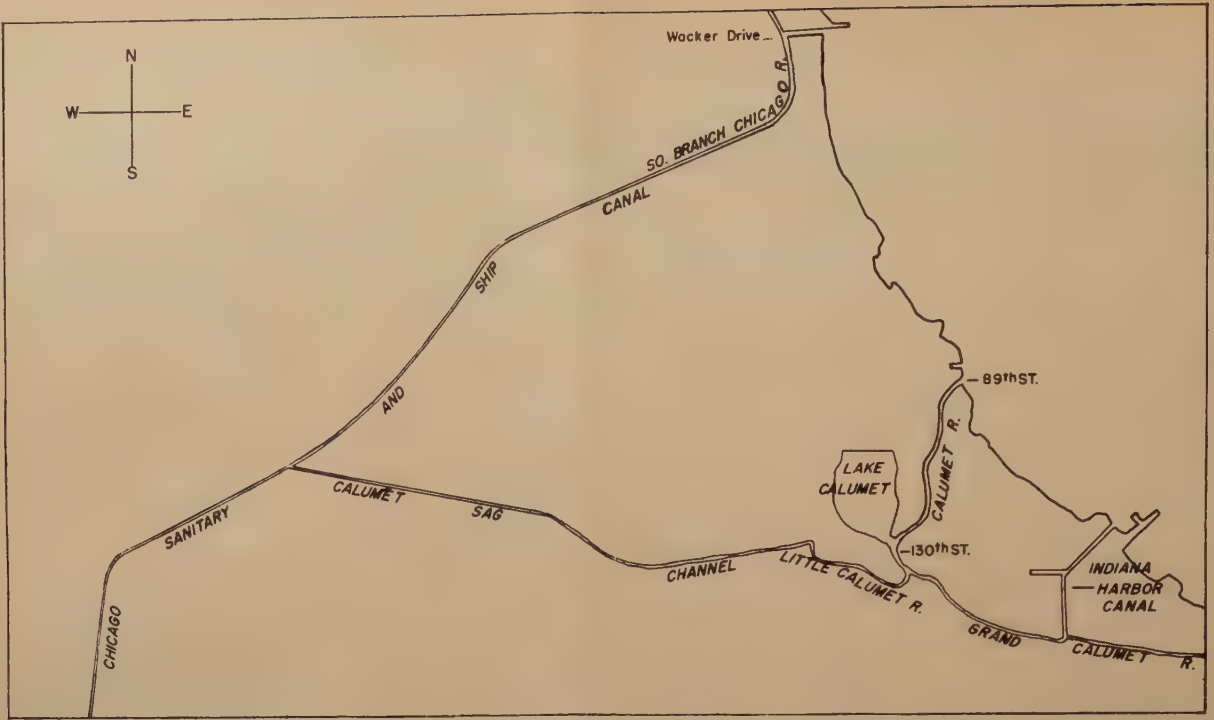
Things To Come

To those who know their waterway history, the signs of things to come seem unmistakable. Here is the evidence:

The first steamship company to establish regular overseas service between Chicago and European ports started operations here in 1933. In 1946, merchant-type ocean going ships (Canadian ships excluded) made 23 calls at Chicago. They made 216 calls in 1954 and will make approximately 300 calls this year.

Five additional overseas shipping companies have established regular service to Chicago so far this year, raising the total to fifteen. Direct services from this city via the St. Lawrence route are now available to the British Isles; to numerous ports





An additional 15,000 acres of land will become available in this area for industrial development

in North Europe including Helsinki, Finland; to ports on the Mediterranean including North Africa and to ports in the Caribbean.

Most of the ships load and unload in the Calumet River and Lake Calumet on the South Side. A smaller number use Navy Pier or come to the entrance of the Chicago River just east of the Michigan Avenue Bridge. Others use facilities in the north branch of the Chicago River in the vicinity of Division Street.

In recent years, Chicago accounted for about one-third of the Great Lakes-overseas tonnage total or substantially more than that of any other Great Lakes city.

The Calumet-Sag Channel — the so-called "Destiny's Ditch" — carried 43,000 tons of freight in 1935, the first year it was used for that purpose. In 1954, it carried 3½ million tons despite almost impossible handicaps such as numerous low overhanging bridges and a

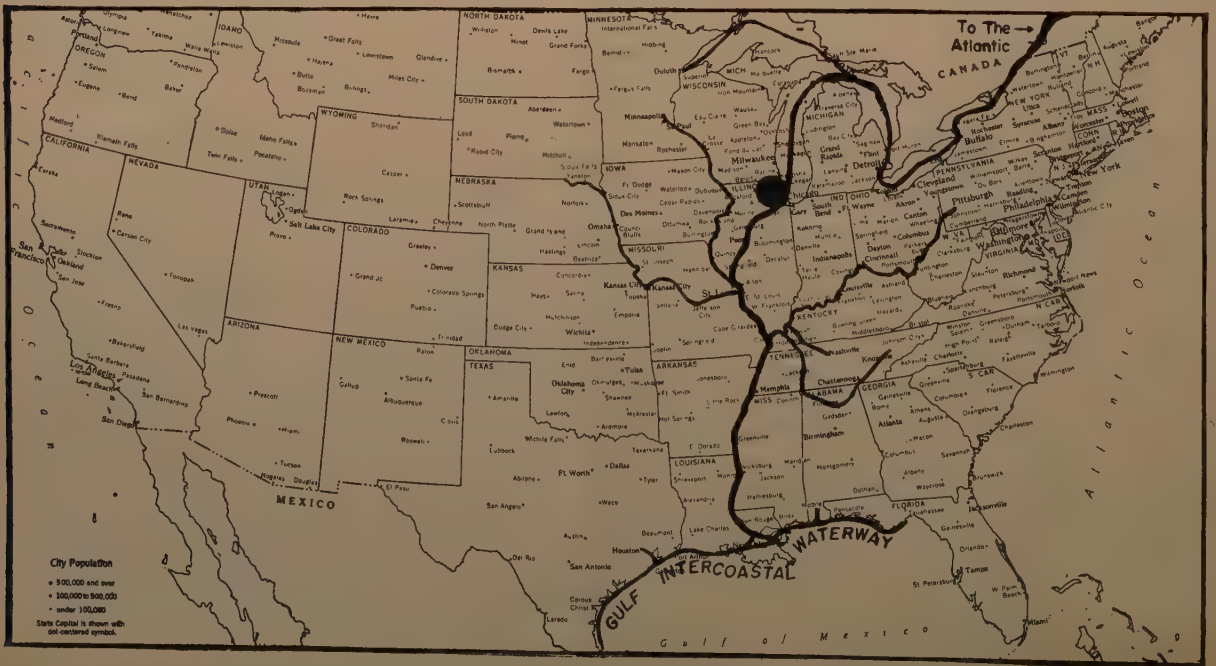
channel so narrow (36 to 60 feet) as to prohibit passage of two single tow barges at a time.

The traffic on the Illinois River grew from 1.6 million tons in 1935 to 18 million tons in 1951. This was equal to 40 per cent of the traffic which went through the Panama Canal that year. It was also six million tons more than the goal set for 1953.

Eighty per cent of the Illinois

(Continued on page 22)

Chicago will be the interchange point in a new "grand trunk" system of inland waterways



Do Corporations Give Enough Money To Philanthropy?

Companies annually contribute over \$400 million to worthy institutions

By DAVID GRAHAM

CORPORATIONS contribute over \$400 million annually to private philanthropy, a reputable donation considering its size, but it's not enough.

Private philanthropy receives over \$4.5 billion each year, over 90 per cent of which comes from individuals. About half of the \$4.5 billion is given to religious agencies which are supported almost entirely by individuals and another big percentage goes to certain causes with "heart appeal." The March of Dimes, for example, draws readily upon the enormous giving potential of millions of low-income givers and so has little need of corporate support.

Outside of these areas, however, corporate giving has in recent years become a very significant factor—especially for a large number of essential agencies that are in no position to undertake a mass appeal. For many agencies, corporate help represents the major portion of gift income, and is essential to their survival.

The question now is whether corporations are giving enough.

Business philanthropy is a comparatively new concept. Until World War I, businessmen gave, and gave generously, but their business institutions did not. There was a scattering of gifts, of course, justified on the basis of a very direct benefit to

The author is financial vice president, Standard Oil Company (Indiana), and 1955 campaign chairman for the Community Fund of Chicago, Inc. This article is adapted from an address delivered by him recently in Dayton, Ohio, at the Campaign Leaders' Conference of the Community Chests and Councils of America.



Community Fund money provides day nursery care



Community Fund of Chicago, Inc., Photos
Medical care is provided for patients who are unable to pay for their own

the company doing the giving, but, by and large, multiple-owner businesses—corporations—were limited by a common law concept that "charity has no place on the boards of directors of corporations as charity."

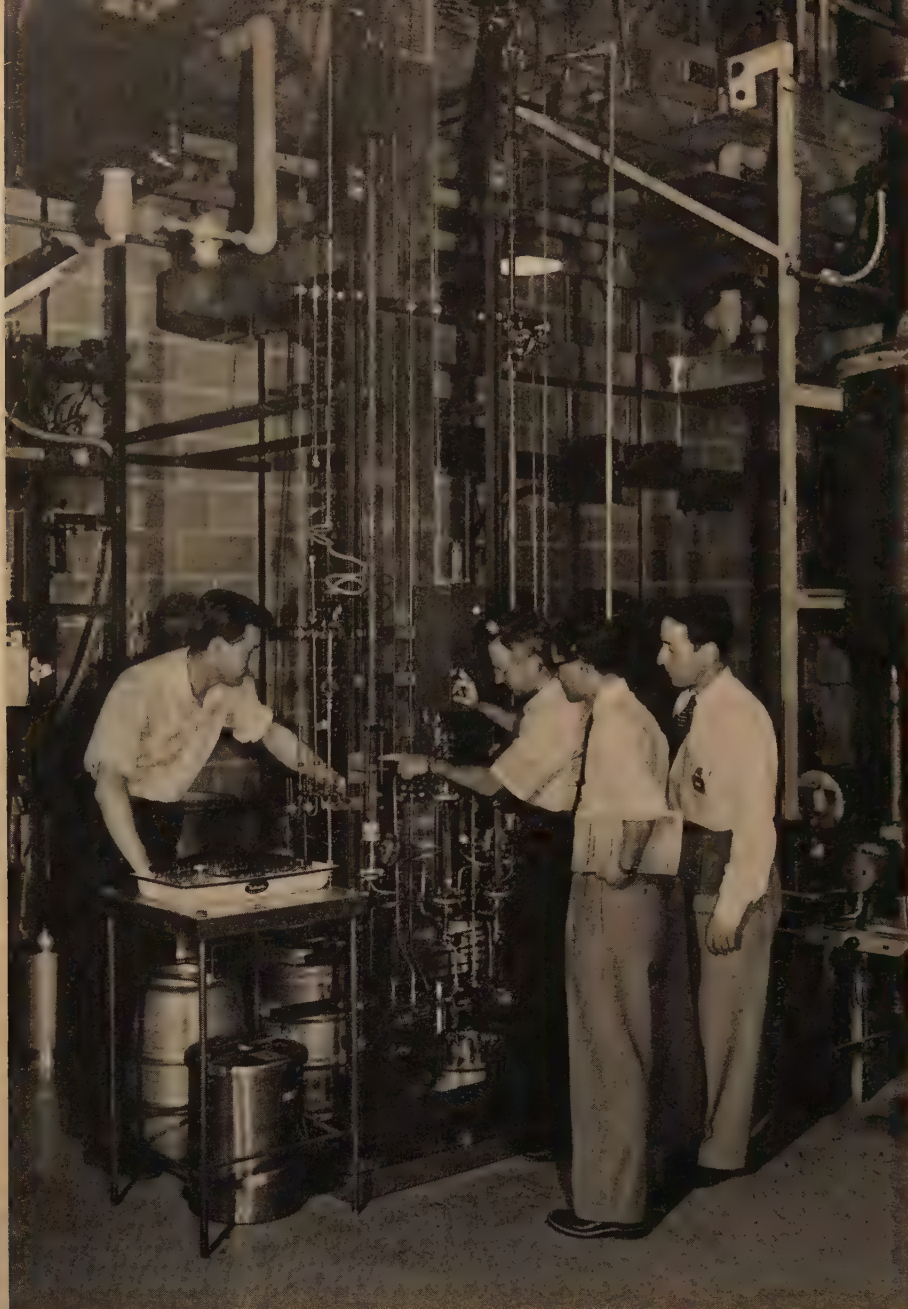
The first departure of consequence from this concept came in World War I when first the YMCA and then the Red Cross aimed campaigns at the business pocketbook. The Community Fund entered the

picture shortly after, and its support was the big factor in the growth of business contributions in the 1920's.

Still, by 1936, the first year for which reasonably accurate figures are available on an over-all basis, corporate gifts were no higher than \$30 million.

Then came World War II, and corporate giving began to climb rapidly. By 1945 contributions had

(Continued on page 26)



Instructor is explaining operational features of a liquid-liquid extraction, separations column

PRESIDENT Eisenhower electrified the world in December, 1953, when he unveiled his famous "atoms for peace" plan; the United States, he said, would share its knowledge of the atom with other friendly nations in the hope that the world's underdeveloped areas would prosper and the blessings of modern technology would be extended to all humanity. Today, amid the rolling prairies 28 miles southwest of Chicago, part of this bold plan is unfolding.

At Argonne National Laboratory, the U. S. Atomic Energy Commission has established a unique school for

teaching peacetime uses of nuclear energy. Thirty scientists from 19 foreign countries, plus nine more from the United States, make up the first class.

From Many Lands

Some of the visitors have come halfway around the world — from Thailand, Pakistan, Japan, and Australia. Four Latin American nations are represented, and seven European countries. Among the Americans are officials of International Harvester Company, General Electric Company, Newport News

Shipbuilding & Drydock Company, Armour & Company, and Republic Aviation.

Tuition fees, in the case of the American students, are paid by their companies. The foreign students are sponsored by their governments. In a few cases, financial support is made available by the Foreign Operations Administration or the State Department.

The tuition for the seven-month course is \$1,500 per student. It covers the cost of such things as books, laboratory research equipment and other incidental school expenses but does not include room and board.

"Atoms For Peace" In Action

Thirty scientists from 19 countries are being given U. S. knowledge of peacetime uses for nuclear energy 28 miles southwest of Chicago

The School of Nuclear Science and Engineering has been set up for more than humanitarian reasons, explains Associate Director J. Barton Hoag, a physicist with 37 years' teaching experience at such diverse institutions as the U. S. Coast Guard Academy and the University of Chicago. "Today the world is divided into two camps, each of which is striving to win more nations to its side. In such a conflict, a school like this one can breed crucially important good will."

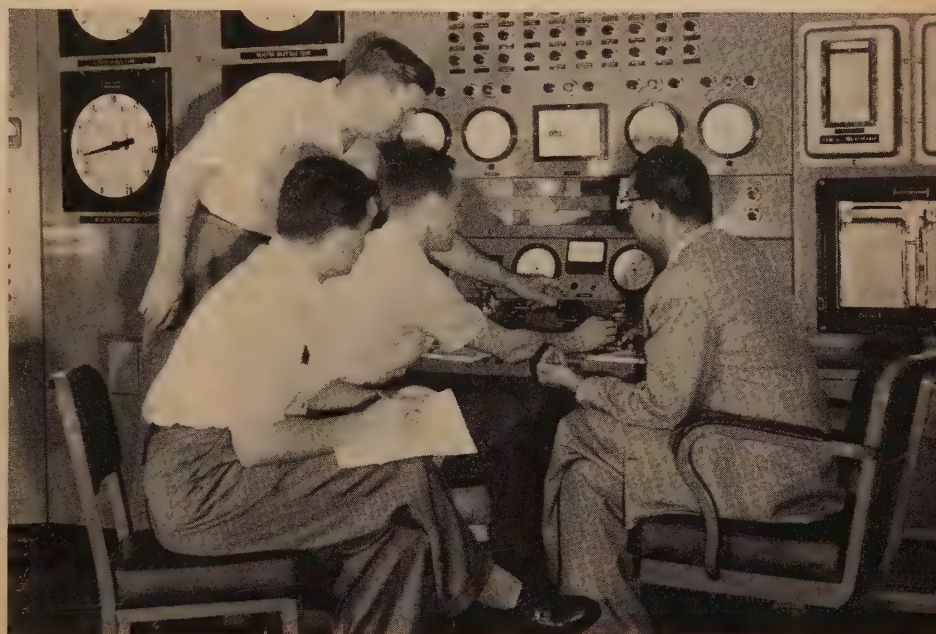
No Military Uses

Military uses of atomic energy are not part of the course, and any data which has any bearing on the subject has been erased. Lectures and textbooks are carefully screened and rescreened before students receive them to make sure all the material presented is unclassified.

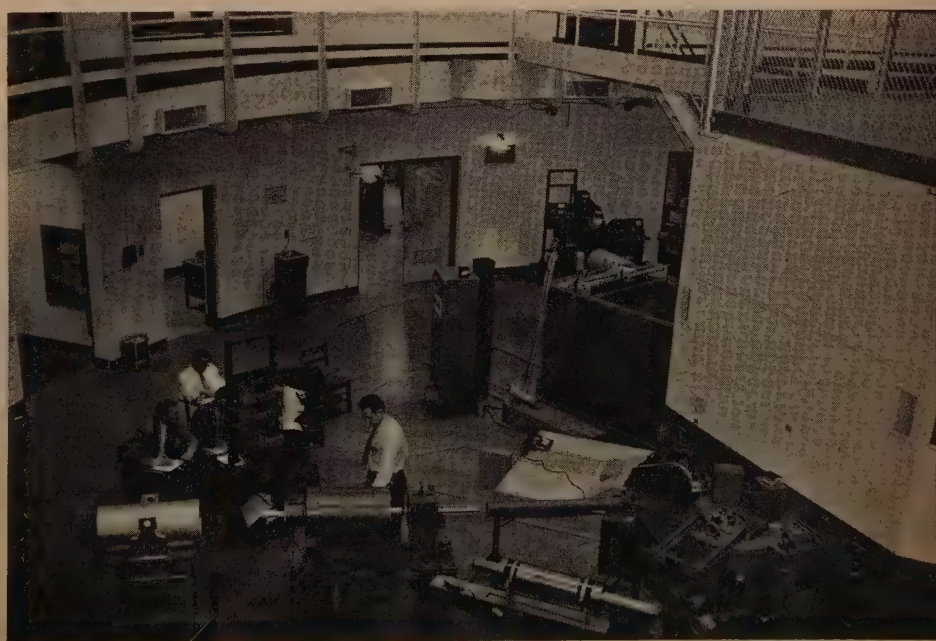
Basically, the course involves: study, design, construction, and operation of reactors for nuclear research; design principles of nuclear power reactors; handling of irradiated materials and other related peacetime applications of nuclear energy. Students engage in such activities as "thermally cycling a uranium bar," "working with transuranic elements," and "measuring the flux distribution in a graphite exponential pile." Even the Phd's in the class, and there are more than a few, often have to ask a lot of questions in this rarefied atmosphere.

Lab work centers around the Argonne Research Reactor, commonly known as "Chicago Pile No. 5," a hulking cube of concrete, graphite, steel, aluminum and other metals which stands as high as a two-story building and weighs about 1,200 tons. Its outer wall consists of a slab of concrete 4½ feet thick; inside are more than seven tons of "heavy" water. Surrounding the concrete shield is a maze of complicated dials,

By **PHIL HIRSCH**



These students at the School of Nuclear Science and Engineering are being taught to operate a reactor



Students make measurements on the beam of neutrons emerging from "Chicago Pile No. 5," the Argonne research reactor (right).

(Continued on page 30)

Can Private Enterprise Rehabilitate East

Local industry has united to prove it can be done

FOURTEEN major companies and a university are attempting surgery on a vital portion of the industrial heart of Chicagoland.

A successful operation could prove that government-administered injections of tax money are not the only or even the best way to cure the "civic cancer" of blight.

East Chicago, Indiana, a town of 54,000 population, is to be the patient in this unique experiment. The patient is in a bad way, suffering from an acute attack of community deterioration.

The idea of the surgery is to halt the spread of blight in East Chicago, raze substandard dwellings in the worst sections, replace them with modern housing, teach the relocated families how to live in a new environment and at the same time unsnarl one of the nation's worst traffic tangles.

Picking up the bill for this revitalizing treatment will be the private employers in the town. And their motives are not altogether altruistic; restoring East Chicago to a robust status means a constant supply of good employees.

To do all this, Purdue University

has joined with East Chicago's industries and city governmental agencies to form the Purdue-Calumet Development Foundation, a tax-exempt, non-profit organization believed to be the first of its kind.

Contribute \$1 Million

The companies, or "sponsor members," who have contributed \$1 million as working capital, include some "blue chip" organizations. Currently the list includes American Steel Foundries, Cities Service Oil Company, Combustion Engineering Inc., Continental Foundry & Machine Company, E. I. du Pont de Nemours & Company Inc., Edward Valves Inc., General American Transportation Company, Graver Tank & Manufacturing Company Inc., Harbison-Walker Refractories Company, Inland Steel Company, Socony Vacuum Oil Company Inc.,

Standard Forgings Corporation, Standard Oil Company of Indiana and Youngstown Sheet & Tube Company, all of which have plants in East Chicago.

Purdue University has furnished "research members," representing scientific aspects of all industry and selected on a nationwide basis.

City officials or "public members" are the mayor, president of the city council, schools superintendent and three others concerned with planning, housing, health and safety.

"Trustee members" are the individual members of the board of trustees, the treasurer of the trustees of Purdue University and Frederic L. Hovde, president of the university.

Incorporated last year under a 1921 act of the Indiana General Assembly, the foundation has broad powers to buy and sell property, to receive and execute trusts, to lend money and borrow it and, as its

Buildings such as these in East Chicago will be razed and replaced with modern housing units



Chicago?

arter says, "to do all acts and things necessary and expedient to carry out the purpose for which it was formed."

"That purpose, says Dr. R. B. Stewart, foundation president and also a vice-president of Purdue, is "to meet the problems resulting from the growth of industry and population within static city boundaries."

It's hardly as simple as it sounds. No steel town is a paradise and the same holds true for oil towns. East Chicago, just across the state line from Chicago's South Side, is both.

Blessings Bring Problems

Heavy industry built it, blessed it with steady payrolls and a degree of prosperity and at the same time inflicted it with all the problems of crowding and scarcity, industrial congestion, highway and rail traffic jams and population density and diversity.

Of its 54,000 residents, more than 55 per cent are Negroes, Puerto Ricans and Mexicans. Many of the latter two groups speak only a smattering of English and are ill-equipped to cope with life in such an industrial community. An eighth-grade education is the average for the white population, mostly of Polish, Czech, Slavic, Hungarian and

Rumanian derivation and 25 per cent foreign-born.

East Chicago has been called a "captive city." It is just that. It has already been where it's going. It has no room to grow. To the North is Lake Michigan; to the East is Gary, giant of the four major Calumet area cities; to the West is Hammond and Whiting and Hammond's corporate limits rim the Southern East Chicago boundaries too.

The city's seven square miles contain only one large undeveloped tract, 180 acres at Columbus Drive and Cline Avenue owned by Inland Steel.

East Chicago's problems aren't especially unique. They're duplicated in many parts of Chicago. But Chicago seems more able to do something about correcting such conditions.

Twenty-five years of sporadic, unrelated efforts in East Chicago by civic groups, city administrations and the like haven't availed much. Individual industries, including Inland Steel which has had considerable experience and success in rehabilitating other "company towns," found the East Chicago job too big. State and federal efforts have floundered and been forgotten.

The blight keeps spreading.

In 1952, some of East Chicago's industrial giants, realizing that a better community would produce better workers and make it easier to retain skilled workers and key plant-

level executives, asked Purdue University to survey the city's housing conditions.

It looked like just another well-meant gesture. Labor unions, naturally a potent force throughout the Calumet area, muttered that action, not snooping, was needed. Labor, too, had taken an amateur fling at alleviating bad housing conditions. United Steel Workers Local 1010, the Inland Steel unit, even tried a foray into real estate development until the membership rebelled at what some considered a raid on the treasury.

But Purdue, with its engineering and research background, did an exhaustive job and came up with some surprising results.

Suffer Every Ill

As expected, the survey proved East Chicago was suffering from just about every imaginable civic ill. Nearly 180 acres were classed as slums and 2,900 families would have to be rehoused. Except for a few areas, rehabilitation work was called for in all parts of the city.

And yet the survey showed something more encouraging: people liked living in East Chicago with all its faults, including an average 40-minutes driving time to cover two miles during plant shift-change hours.

People who lived in East Chicago

(Continued on page 38)

New Highway systems will eliminate the congestion in East Chicago during plant shift-change hours



16 MILLION AMERICANS TURN SUNDAY

Big switch to boating makes it nation's top participation sport

ANYONE who thinks Americans have lost some of the starch they had in frontier days ought to meet a lawyer named William E. Collins and his two young sons. Last summer, they traveled 2,000 miles, from Mount Morris, Illinois, to New York City, in a 12 foot aluminum skiff powered by a 15 horsepower outboard motor.

The Collinses are part of the nation's growing outboard boating fraternity, composed of 16 million amateur mariners who have gone overboard for boats and boating.

The amazing increase of the fraternity in recent years reflects a key postwar sales trend: the American public's willingness to invest larger

and larger sums for leisure-time products and services.

Outboard boating's best pre-war sales year was 1941, when 170,000 motors and about \$35.5 million worth of engines, fuel, and boats were purchased by the public. Last year, 450,000 motors were sold, and overall volume amounted to \$235.5 million. This year, the figure is expected to reach \$285 million.

Business is so good that in many areas outboard users are getting in each other's way, literally. Cook County residents, for example, currently own 127,000 outboard motors—about four times the number they had in 1946—and 45,500 boats—more than three times the number they had nine years ago. This year, the industry expects to increase the number of motors in use by about 13 per cent, and the number of boats by approximately the same figure.

Lack Facilities

Because of the lack of mooring facilities for the larger outboards, and a lack of launching ramps for the smaller ones, say officials of the Outboard Boating Club of America, the industry's trade association, much of this business is going to migrate to the hinterlands. The logjam is so bad, according to one marine dealer, that several of his prospects have agreed to buy new boats only on condition he can obtain mooring facilities for them. In the Chicago region, many outboarders travel to Fox Lake, Joliet, and even farther out so they don't have to join the long queues at the city's three launching ramps.

The Chicago Park District, which owns virtually all of the city's lake front real estate, sympathizes with the boat fans' plight, but pleads that there just isn't any more room available for moorings. Chicago harbor are so crowded now, park district officials add, that building more launching ramps would substantially increase the danger of accidents. About the only comfort they



Chicago boat enthusiasts travel to outlying spots for mooring facilities

Improved equipment makes boating a family affair



SAILORS

an offer is a promise to consider more harbor facilities when Lake Shore Drive is extended northward, a project that, admittedly, is some time off.

Outboarders counter the park district's plea of no room with surveys showing where some 500 additional slips could be built in four of the city's seven harbors (Burnham Park, Belmont, Diversey, and Montrose). There are two more in Jackson Park Harbor and another at 59th St.). These spaces, say the outboarders, would eliminate the squeeze on owners of larger boats, 21 to 23 feet long. Outboarders add that enough additional launching ramps could also be built to meet the needs of smaller boat owners without creating the increased accident hazard feared by park district officials. Two possible sites are at the recently opened Foster Avenue beach, and at a point near the city's upcoming filtration plant (when it is completed), industry officials suggest.

Basic to the whole debate is a question of money. The park district asks, in effect, "why should we invest in facilities which will benefit a comparatively small group when there are other projects to build which everyone can enjoy?" Outboarders answer that additional mooring facilities and launching sites wouldn't benefit only boat users and their suppliers; restaurants, hotels, movies, even the taxis and CTA would also profit.

Increase Business

The reasoning is that with more storage and launching facilities, many more of the county's 60,000-odd boat owners would spend their time at the lakefront, instead of fleeing into the hinterlands; and a large number of visiting mariners would stop here instead of passing Chicago by as they now do. Chicago's three boating clubs, plus several outside the city, would almost certainly schedule many of their affairs here.



All of Chicago's harbors are filled to capacity. Above: Jackson Park Harbor



Cars and boat trailers crowd parking areas around launching ramps

Today outboarding is as easy as driving an automobile



The outboard boating industry's tremendous growth may involve problems, but it also involves changes in motorboat design at least as far-reaching and beneficial to users as those which converted the Model T into today's sleek convertibles and sedans.

Only 35 years ago, there were less than 15,000 outboard motors in service; they were cantankerous beasts which repelled just about every potential customer except fishermen, whose Job-like patience is well known.

Today, thanks largely to improved outboards, boating has become the nation's number one participation sport; the outboard boat is a vehicle which enables the whole family to enjoy not only fishing, but water-skiing, picknicking, and sight-seeing as well.

Getting an outboard motor started in the old days required a brawny arm and a certain willingness to risk your life. You tugged on a rope cord, and if the engine came to life the first or second time you could consider yourself lucky. Otherwise, you rewound the cord and began all over again.

The development of automatically recoiling cords and better-engineered motors reduced the time and effort required for starting. Gears were also added, so that the boat wouldn't roar away the second the engine came to life. Previously, you had to be nimble as a jackrabbit to prevent it from getting out of control and ramming the shoreline or a dock.

Electric Starter

A few years ago the electric push-button starter made its debut. This device, together with steering wheels (which eliminated the need of turning the engine physically to steer the boat), has made outboarding as easy as driving a car.

Engine noise, which kept many women away from outboard boats, has been reduced appreciably through adoption of new mounting materials. Meanwhile, the fuel tank, which used to accommodate pints or quarts, has been enlarged to hold gallons—roughly trebling the boat's range.

The outboard industry, as well as its customers, has benefited handsomely from these improvements. The average boat sold today is two

to four feet longer than the one sold in 1941; average horsepower per boat has risen from 3.4 to 10.3 during the same period. Price of the boat has increased accordingly, from an average of \$125 in 1941 to approximately \$240 today, but equipment manufacturers add that the price per unit of horsepower has declined roughly 25 per cent during the same period.

This increase in both the size and price of outboard boats has generated a substantial amount of additional business. With more money involved per unit, banks have become interested in financing boat purchases; as a result, boating has

been made available to a group that formerly couldn't afford to be interested.

Boat trailers, introduced in 1939, have become another one of the industry's important sales items; the car roof which formerly sufficed for the hauling job isn't able to accommodate the increased length of the boats used today.

These are some of the things that have made boating a bustling business but there's another big contributing factor, say OBC officials. Americans have a desire to "do" rather than to "watch." Boating takes them out of the grandstand and gives them a participating part.

Midwest's Port To World

(Continued from page 14)

River traffic in 1951, as is the case today, was bound for or from Chicago. Inbound traffic included such items as sulphur and salt from Texas; canned pineapple from the Hawaiian Islands; sugar from Cuba, Louisiana, and Mississippi; fluor spar from the Ohio River Valley; and scrap iron from New Orleans and points north.

What will the three new waterway projects mean to the port of Chicago and the areas it serves? How do they relate to one another? First, consider the projects.

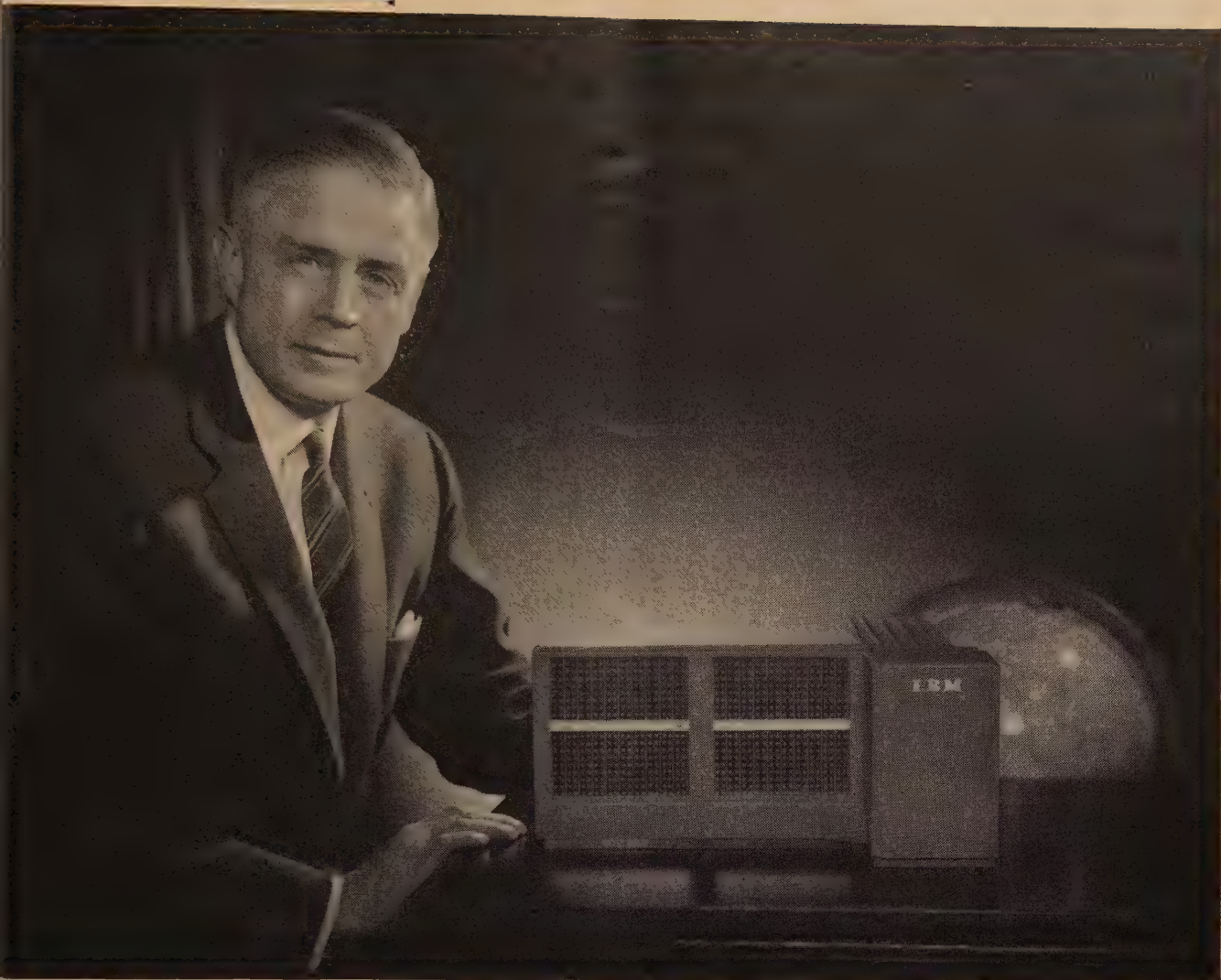
The St. Lawrence Deep Seaway project will make the passageway from the ocean to the Great Lakes

27 feet deep. It will permit passage of merchant-type ocean going ships of up to 10,000 ton capacity. Ships of up to 2,000 ton capacity and of up to 14 feet draft are now in use.

For cities bordering on the Great Lakes west of Detroit to get full benefit of the St. Lawrence project, present channels at Detroit and in the Straits of Mackinac will also have to be deepened to 27 feet. The upbound channel at Detroit is now 21 feet deep, the downbound channel is 25 feet deep.

A 27-foot channel from the Atlantic Ocean to Chicago will make this city a genuine deep water port. Three out of four of the merchant-





THOMAS J. WATSON, JR.

Portrait by Fabian Bachrach

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type ocean going ships operating under foreign flags and one out of eight of such ships sailing under the flag of the United States could then use Chicago port facilities.

Because of its geographical location, Chicago has every reason to become the leading deep water, inland port of the nation. It is closer to Midwest, U.S.A., than any other deep water port and it is the only city on the Great Lakes which has a direct water connection between the Great Lakes-St. Lawrence Waterway and the far-reaching Mississippi River waterway system.

Center of Industry

Chicago is also the center of industry in this country; the center of population is 200 miles south of Chicago; the United States' center of agriculture is 250 miles southwest; the geographical center is about 500 miles west by southwest.

Furthermore, Chicago is the hub of the nation's rail, air line and intercity truck networks.

The Midwest, which Chicago more than any other city serves, offers foreign producers one of the

greatest, if not the greatest, markets on earth. It is also the most productive region in terms of commerce, industry and agriculture; and therefore, one of the most productive regions insofar as exports are concerned.

There are some who foresee 1,000 ships arriving annually within fifteen years after the St. Lawrence Seaway project is completed. They also see a big shipbuilding business in Chicago because this city has every requisite. Although the small ships now used by Chicago exporters and importers offer considerable savings in transportation costs, the use of larger vessels will make possible greater economies in operating costs.

Use of the Seaway, instead of combination rail and water transportation, will frequently shorten distances, especially to North European ports. Chicago, for example, is 168 miles closer to Liverpool by the all water route as compared to the rail and water route via New York. The distance via the all-water route is 4,451 miles; by rail and water, 4,619 miles.

The savings to Chicago exporters

and importers using existing all-water transportation facilities as compared to combination rail and water transportation are both considerable and indicative of what may be expected when more extensive service is available. For example: On automobiles shipped via the all-water route from Chicago to Rotterdam, the saving is 17 per cent; on small industrial machinery, 23 per cent; on agricultural implements, 43 per cent; on tractors to Norway and Sweden, 23½ per cent; on lard to Antwerp, 38½ per cent; on road building machinery to the British Isles, 20 per cent.

On items imported by Chicagoans, the facts are much the same: Savings on toys shipped from Germany by the all-water route today, as compared to the water and rail route, are 24 per cent; on canned sardines from the Scandinavian countries, 17 per cent; on cod liver oil, 28 per cent; on wines and spirits from Rotterdam, 38 per cent; on jams and marmalade from the British Isles, 10 per cent; automobiles, five per cent; Scotch whiskey, 24 per cent.

When the St. Lawrence project is completed and the great majority of the world's ocean going vessels can come to Chicago, the competitive position of midwestern business in the world's markets will be vastly strengthened.

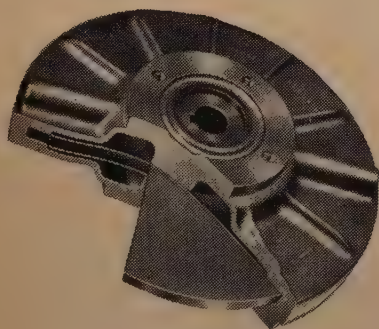
As a consequence, the export and import trade of the Midwest and Chicago is expected to grow tremendously.

Lake Calumet Harbor

The Lake Calumet Harbor project calls for the development of that lake into a deep water port to which ocean ships can sail directly by way of the Calumet River. It also calls for the construction of vast terminal facilities for loading, unloading, warehousing, storing and transferring from ship to rail, or to barge, or to motor carrier or vice-versa.

Under the Calumet-Sag project, the Cal-Sag Channel will be widened and deepened and obstructing bridges raised or removed. Improvements will also be made in several connecting waterways, including the Calumet River, the Grand Calumet River and the Sanitary and Ship Canal. When completed, multiple tow barges of ten to 14 units each compared with the small sin-

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tow barges will be able to use channel and it will be wide enough for two-way traffic in these larger units.

Here's an estimate of what the use of the improved St. Lawrence waterway, in combination with the improved Lake Calumet Harbor and the improved Calumet-Sag Channel, will do for the Chicago Metropolitan area within the next fifteen years. Estimates are based on gains fully attributable to the waterway improvements and do not include gains attributable to any other development:

1. The Chicago Metropolitan area's wholesale trade now averaging \$16.5 billion a year may average \$18 billion a year largely because of increases due to the Midwest's improved ability to compete in the world's markets and also because of the diversion of this area from eastern seaports.

2. The area's retail trade now averaging \$7.1 billion a year may average \$9.5 billion a year because of employment and population increases.

3. Added investment in industrial plants (buildings only) may total as much as \$3 billion.

This investment is expected because the waterway improvements will make 15,000 acres of land available for industrial purposes. The land will be in the Lake Calumet - Calumet-Sag area. Much of it will have deep water or barge water frontage, favored by the iron, steel, heavy machinery, chemical, construction, ship-building and repair industries.

Within the next fifteen years, these industries may directly provide jobs for 300,000 people; and indirectly for perhaps 450,000 more. Between 1940 and the present, factory workers in the Chicago area increased by 310,400. Other kinds of workers by 474,600. Over the same years, Chicago area investment in industrial plants was \$3 billion.)

The latter figure, 474,600, includes the workers in the factories, which will serve the new plants, and the workers in a wide variety of corollary businesses, which will serve the new plants, their workers and their families.

4. Jobs directly connected with water transportation may total 40,000 compared to about 3,000 now. The larger figure includes the

crews on the increased number of ships, barges and tugs, the workers in the Lake Calumet terminal and in the offices of ship owners, agents and brokers.

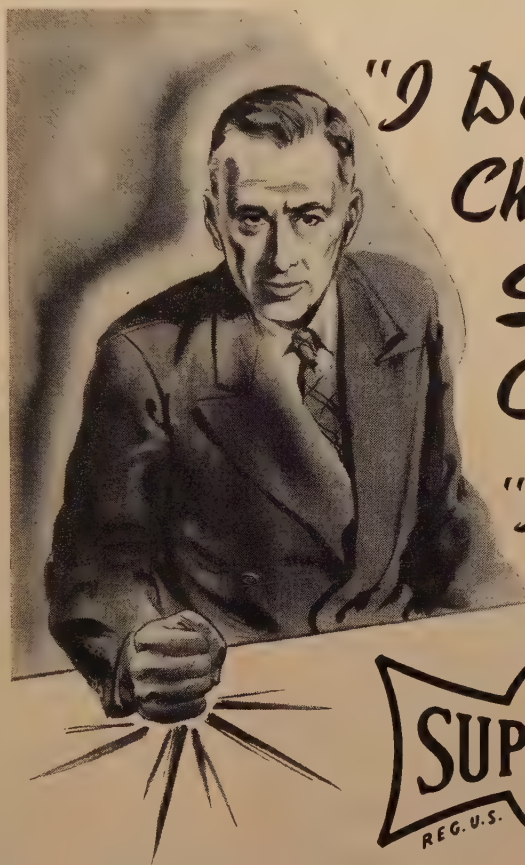
5. Another 100,000 new jobs may result from enlarged export and import operations by manufacturers, wholesalers and retailers; by banks, insurance companies, freight forwarding companies, packaging companies, custom house brokers; and by a wide variety of other kinds of businesses.

This 890,000 total of new job op-

portunities based on the present ratio of jobs to people in the area could support an added population of approximately 1,900,000 persons. Chicago now averages 2.15 people for every job holder in the area.

Shipping is one of New York City's four big businesses and the "harbor," to quote the Corps of Engineers, U. S. Army, "has been the foremost factor leading to the development of the city of New York to its present rank."

Few, if any, will disagree with this statement or with the belief that



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Chicago will then become the "hub" of the nation's inland waterway network. This, coupled with the fact that this city already is the "hub" of the nation's railroad, air-

line, and motor carrier networks, will give it the world's most efficient distribution system.

Add to this the Midwest, which is one of the richest markets on earth, and you have an unbeatable business, employment, and population building combination.

Do Corporations Give Enough To Philanthropy?

(Continued from page 15)

reached \$266 million a year and, with some fluctuations, they have been edging upward ever since.

Without a doubt, that growth in corporate giving would have proceeded more rapidly over this period if it had not been for the legal aspects. At first, only such giving as directly benefited a company was permitted or practiced; only gradually did a broader concept of corporate responsibility win acceptance. Today few if any persons would quarrel with Donaldson Brown, former chairman of the Finance Committee for General Motors, in the statement that: "Corporations are a part of the community in which they operate, and owe to the community a duty equal to that of any individual who gains his livelihood there." Yet not so long ago this would have been a startling and disputed doctrine.

The point, of course, is that legal concepts governing corporate giving have changed. Many states now have laws specifically legalizing certain kinds of corporate philanthropy. The federal government, since 1935, has lent encouragement by permitting business deductions for charity in its income tax laws. Moreover, court decisions in recent years have

tended to broaden the base for giving.

So, today the emphasis is no longer on the corporation's right to give but upon its responsibility to give. Perhaps there are still some uncertainties in some states, but, by and large, there is an entirely changed climate of legal and public opinion. The question is no longer whether to give, but how much and where.

And the answer to the question, "How much?" is more.

More because more is needed.

More, because corporations are now generally in a better position than individual donors to give more.

Corporations are the custodians of much of our wealth today. There are more than 600,000 of them; and increasingly, our industrialized society has come to rely upon them to do the big jobs that individual capital or capital in partnership cannot handle. In a society that has made undreamed of progress through mass production techniques made possible by mass ownership, the corporation, as the vehicle of mass ownership, has become an increasingly vital element.

While the corporation has been growing in importance and capacity to give, one very important source

of giving in the past is tending to dry up. Today the size of income taxes and death duties has sharply reduced the number of individual donors who can express themselves in large figures. Big private fortunes are diminishing in number, and even men who have wealth find they must hang on to a larger part of their liquid assets in order to be ready for estate taxes. The era of the great individual philanthropists — the Andrew Carnegies, the John D. Rockefellers, the Julius Rosenwalds — is for the most part past. It remains for a multitude of corporations to share the responsibility of seeing to it that our social welfare needs are met.

While present corporate tax rates are unreasonably high, their terms along with other provisions in the revenue laws have tended to make corporate giving more attractive. Corporations are permitted to deduct up to five per cent of net income before federal income taxes for contributions to charitable causes. The excess profits tax is no longer with us so it isn't possible anymore for a company in the right income bracket to give philanthropic dollars at a net cost to the company of 18 cents on the dollar. Even so, it is still possible to pass along a good part of the cost to the government.

Tax-Exempt Foundations

Some corporations have organized tax-exempt foundations for the purpose of effecting a more centralized control of charitable contributions. This permits corporations to contribute greater amounts in good years than they otherwise would to build up the foundation's capital, thus assuring the continuity of charitable contributions in the future — in bad years as well as good ones.

However, corporate giving averages considerably under the five per cent permissible deduction and individuals aren't averaging anywhere near 30 per cent of adjusted gross income as a permitted charitable deduction on their returns.

At present, corporations on the average are estimated to be giving annually approximately nine-tenths of one per cent of net income before federal income taxes. Some give much more than that, of course, and some give much less or even nothing at all, but nine-tenths of one per cent is the average.

It would be a mistake to build a

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... for greater corporate giving on the magic mean or average percentage to which all should subscribe. Averages can be somewhat deceptive. Witness the case of the statistician who drowned while wading across a river with an average depth of two feet.

Circumstances differ. What is appropriate for one corporation to give may not be suitable for another. An "average" donation in one case might be below what a company itself assesses as its fair share; in another case, it might prove to be too much for the company to handle.

Smaller Companies

The smaller companies, those with assets of less than a million dollars, have proven relatively more generous than large and medium-size companies, and are now giving an average of about 1.13 per cent of their net income before federal income taxes. Harry A. Bullis, chairman of General Mills Corporation, is authority for the statement that if the large and medium-size companies did as well, the result would be to double the amount of corporate giving!

Why should corporations give more? The fact that they are in a better position to give is, of course, only part of the answer. The basic reason is that more is needed.

In 1950 The Russell Sage Foundation conducted a survey to determine the pattern of corporate giving. It found that a typical company in 1950 was allocating 44 cents of its gift dollar to welfare agencies, with 36 cents of this amount going to Community Chests. Another 26 cents with a few extra mills thrown in went to health agencies, including hospitals, national foundations, and the like. Some 16½ cents went to education. Of this amount 6 cents were directed for research, 7½ cents for institutional aid, and not quite 3 cents for scholarships and fellowships. Religious agencies received 4 cents and institutions designed to promote an understanding of our free enterprise economy received 5 cents. The distribution of another 4½ cents wasn't specified.

Now I am not quite sure what a similar survey would show today, but an informed guess is that the educational segment of the corporation gift dollar is considerably larger—probably about 25 per cent. Moreover, it is my belief that it will con-

tinue to grow larger in the years ahead.

The blunt truth is that our private institutions of higher learning—especially the liberal arts colleges—are in a critical financial situation, and their need of corporate support to bolster endowment income and individual giving is urgent.

More than one half of these schools are now operating in the red. Many of them badly need new dormitories, laboratories, or other equipment. Some of them have been forced to dip into their endowment capital, or, what is worse, curtail their teaching staffs. Some of their best and most dedicated teachers have been compelled by family needs to take more adequately paid positions in industry or tax-supported institutions.

It is estimated that our colleges will require from \$250 million to \$300 million in business contributions annually—or practically as much as corporations are now giving to all causes—in order to meet their needs.

The problems of our colleges are in part unique; in part they are the

result of factors that also affect our welfare agencies.

These agencies also represent an area of increased need. For as much as any of our cities may be doing through agencies supported by Community Chests or related funds, there isn't one that couldn't do more.

Chicago, for example, is asking many of the 177 agencies that its Community Fund supports to make do with less, to skimp, to get by as best they can on inadequate budgets because its funds just won't go far enough. The result: a community center was closed in the past year, a vital hospital service for the chronically ill has been curtailed at a time when it should be expanded, and efforts to curb juvenile delinquency have been hampered because dollars stretch only so far.

It is a paradox that in a period of unprecedented growth and prosperity cities find welfare needs greater than they have ever been. The truth is that prosperity tends to blind us to problems of its making. Economic growth has conferred a greater capacity to satisfy our wants, but it has also imposed greater needs. At the same time, inflation has sent wages

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and prices soaring so that the dollars we contribute buy less and endowment income that we used to count on so heavily doesn't stretch as far.

Because corporate giving to schools and colleges is largely just getting started, education will get a greater proportionate share. This doesn't mean, however, that other agencies will get less. As a matter of fact, they should and will get more.

It's hard to track down up-to-the-minute data of a comprehensive nature in this area, so a somewhat extended reference to the philanthropic record of my own company, Standard Oil Company (Indiana), may be pardonable under the circumstances. Nine years ago 45.7 per cent of our donations were going to the Community Chest or related funds. In 1954, 24.3 per cent.

On the other hand, we were giving 16.6 per cent of our donations to education in 1946. In 1954, we gave 45.8 per cent.

While the Community Fund is getting a smaller section of the pie today, it is actually getting a much larger piece because the pie is larger. The company's philanthropic gifts are 3.31 times as much as they were in 1946. Standard's gifts to Community Chests and related funds have increased 75 per cent over this nine-year period.

Whether this constitutes a pattern applicable to other businesses I am not prepared to say, but I would hazard the guess that it does insofar as companies are concerned that have substantially increased their educational support.

One would have to be shortsighted indeed not to recognize that our different philanthropic goals are complementary rather than competitive. We need good hospitals as well as good schools, we need community centers in marginal neighborhoods as well as research centers in our universities.

We want both, and business will support both.

The institutions and causes that serve as the objects of our philanthropy represent, in a very real sense, our social capital, our investment in a better, more meaningful life.

And the challenge we face is to increase this social capital so that it is commensurate with our enlarged needs.

To do so, the corporation must shoulder a larger share of the philanthropic load. I am confident it will do so.



Industrial Developments

... in the Chicago Area

INVESTMENTS in industrial plants in the Chicago area totaled \$39,875,000 in July compared with \$16,453,000 in July, 1954. Total investments for the first seven months of 1955 were \$238,097,000 compared with \$149,717,000 in 1954. These figures include expenditures for the construction of new industrial plants, expansions of existing buildings and the acquisition of land for buildings for industrial purposes.

Ford Motor Company has broken ground for a 1,500,000 square foot plant at Lincoln Highway and Cottage Grove avenue near East Chicago Heights. The plant, which will be located on a 140 acre site, will be utilized for the manufacture of automotive stampings. This will be the fourth unit of the Ford Motor Company in the Chicago area. Dravo Corporation, general contractor.

Interlake Iron Corporation is adding a battery of 50 coke ovens to its plant at 11236 S. Torrence avenue. The coke facilities, and the accompanying by-products facilities, will produce metallurgical coke for the two blast furnaces operated by the company, which produces basic, malleable, foundry and bessemer pig iron. Wilputte Coke Oven Division of Allied Chemical and Dye Corporation, general contractors.

Clearing Machine Corporation, a division of U. S. Industries, Inc., manufacturer of heavy press equipment located at 6499 W. 65th street, is expanding its plant with the construction of a 61,000 square foot building across the street from its present plant.

Crane Packing Company, 1801 W. Belleplaine avenue, is erecting an addition to its plant in Morton Grove. The addition will contain

46,000 square feet of floor area. Olsen and Urbain, architect; Sherman Olson, Inc., general contractor.

• **Andrew Corporation**, producer of micro wave equipment, antennas and co-axial cable, with headquarters at 363 East 76th street, is adding 41,000 square feet of floor area to its Orland Park facilities. Rodde-Anereson-Novak, architect; Freevol-Snedberg Company, general contractor.

• **Dearborn Glass Company**, 6600 S. Harlem avenue, is adding 35,000 square feet of floor space to its factory. Laramore and Douglass, engineer.

• **Intag Division of Interchemical Corporation**, 3030 W. 55th street, is adding approximately 40,000 square feet of floor area to its printing ink plant. The addition will include a two-story office and laboratory building and a large warehouse. A. Epstein and Sons, Inc., engineers.

• **American Spring and Wire Specialty Company**, 816 N. Spaulding avenue, is adding 30,000 square feet of floor area to its plant. The company manufactures springs and wire products. Peter Camburas and Associates, architect.

• **Label Sheet Metal Company**, Glen Ellyn, is erecting a factory building in Broadview. The building will contain 22,000 square feet of floor area. The company makes metal stampings for light structural use. Arnold Larson, architect.

• **McQuay-Norris Manufacturing Company**, 1340 S. Canal street, manufacturer of auto parts, has acquired a building at 1619 S. State street which it will utilize for warehouse purposes after extensive remodeling. The building contains 16,000 square

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feet of floor area. Herbert N. Lustig Company, Inc., broker.

• **Northern Metal Products Company**, Grand avenue, Franklin Park, is completing a 21,000 square foot expansion of its plant. The company produces metal stampings and fabricated parts. John Cromelin, architect; Clearing Industrial District, general contractor.

• **Fruehauf Trailer Company**, manufacturer of truck trailers, is erecting a 40,000 square foot building on a 12 acre site in Forest View in which it will assemble and service trailers.

• **Weber Addressing Machine Company**, Mount Prospect, is expanding its plant with the addition of 21,000 square feet of floor area. Carl M. Teutsch, architect.

• **Packaging Corporation of America**, 4333 Cottage Grove avenue, has occupied the building it acquired at 4101 W. Parker avenue.

• **Instantwhip-Chicago, Inc.**, 1607 Simpson street, Evanston, is planning the erection of a 7,000 square foot plant at 1533 N. Cicero avenue. E. F. Quinn and R. T. Christiansen, architects.

• **Marsco Manufacturing Company**, 2909 S. Halsted street, manufacturer of precision glass products, will construct a two-story addition to its plant. The addition will contain approximately 12,000 square feet of floor area. Northern Builders, general contractor.

• **Industrial Bio-Test Laboratory, Inc.**, 4122 S. Union street, is erecting

a laboratory and office building on a three acre tract of land in Northbrook. The company is engaged in product investigation and contemplates doing some specialized manufacturing. The building will contain 7,000 square feet of floor area.

• **Lobco, Inc.**, 251 E. Grand avenue, has acquired a one-story building at 4211 W. Grand avenue, which contains 35,000 square feet of floor area. The company will manufacture and distribute drugs and household chemicals. Chandler and Montague and Arthur Rubloff and Company, brokers.

• **Bernard-Edward Company**, manufacturer of plastic housewares and pet supplies at 5252 S. Kolmar avenue, is expanding its plant with an addition of 18,000 square feet of floor area for manufacturing and warehousing.

• **Spill-Stop Manufacturing Company**, 2750 N. Wolcott avenue, manufacturer of closures, is erecting a plant in Melrose Park, at 15th avenue and Lemoyne street, which will contain 12,000 square feet of floor area. James Strachan, general contractor.

• **Morton Manufacturing Company**, Libertyville, is erecting an addition to its plant for the manufacture of kitchen cabinets, railway appliances and display fixtures. This addition will contain 10,000 square feet of floor space. Ragnar-Benson, Inc., general contractor.

• **Sarossy Tool and Manufacturing Company**, in Melrose Park, is erecting a plant which will house its entire operations in the same sub-

urb. The new structure will contain in excess of 7,000 square feet of floor area. N. Ronneberg Company, architect; A. Wendt and Son, general contractor.

• **Wico Corp.**, 2913 N. Pulaski road, is adding 6,000 square feet of warehouse space to its plant. The company manufactures coin operated machine parts.

• **Frank C. Ringer Company**, 5618 W. 63rd street, is adding 6,000 square feet of floor area to its printing plant. Clearing Industrial District, general contractor.

• **Duer Tube Bending Company** in Bellwood is adding 7,000 square feet of floor area to its plant for the manufacture of tubular products. The additional floor space will be utilized as manufacturing area. Arnold B. Skow, architect.

• **Chicago Molded Products Corporation**, 1020 N. Kolmar avenue, is erecting an addition to its plant. The new floor area will be in the form of a mezzanine structure inside the present building. Enger Bros., general contractor.

"Atoms For Peace"

(Continued from page 17)

meters, and assorted experimental equipment worth tens of thousands of dollars. Many of these gadgets weren't even built a few weeks before classes began last March.

Atomic science differs markedly from other sciences because it involves completely new concepts and requires both horizontal and vertical knowledge. "It is impossible to design and operate a reactor when you know only one specialty," explains Dr. Norman Hilberry, director of the school. "You have to have at least five kinds of training: nuclear engineering, applied nuclear physics, chemical engineering, chemistry and metallurgy. One of our big jobs here is to give the physicists an understanding of metallurgy and to teach the chemical engineers a little physics."

One of the many unconventional concepts of the new science is that the energy you get out of a power plant isn't necessarily related directly to the fuel you put in. Pull the control rods out of the atomic

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le and you increase power. Push the rods back in and the energy level will remain at the new peak. Even more important, if you don't push the rods back in, power keeps on increasing until the reactor core starts to melt and the power plant is damaged. (An important part of the course is devoted to ways and means of preventing this runaway.) "The conventional boiler in, say, a ship, is about the size of a large room," explains Associate Director Hoag. "An atomic furnace with the same output could be as small as a football. You need radically different means of transferring the heat rapidly from such a small space, to mention just one of the many new considerations that the student must learn.

"When you're designing a reactor, a mistake anywhere along the line could cost thousands, or hundreds of thousands of dollars. Take the concrete shield needed to protect personnel. It must be specially formulated to absorb gamma rays and neutrons. A mistake here could easily increase the price of the reactor 200,000 or more."

To get their bearings in this strange and wonderful world, students have to follow a tight schedule. During the first four months of the course, they attend lectures three days a week for about five hours each day. The other two days are devoted to six-hour lab sessions. Most days, they get about an hour's study in between classes. To finish the homework, though, a good deal of studying must be done outside school hours — about eight to ten hours a week is typical.

Research Projects

The last three months of the course, students work in groups on research projects — design of a reactor that can produce electrical energy, for example, or a reactor that can test various kinds of materials. In each case, the project is one that will be of potential benefit to the student's country when he returns home. Also, during this three-month period, field trips are scheduled to the Arco, Idaho atomic energy research station, and one or two similar facilities.

Most of the nations represented at the school are banking on nuclear energy to solve a host of serious eco-

nomic problems. Some hope to build package power plants which they can set up in remote areas rich with natural resources — the Amazon Jungle, for example. In others, metalworking and chemical industries have been stifled because sufficient power isn't available, even in the heavily-populated areas, to energize the machinery.

These problems are at the root of numerous other difficulties — too many imports and not enough exports; for example; the economic ups and downs created by reliance on one or two export products; and most of all, a low standard of living.

Partially because of this tremendous need, partially because of the glittering hope (atomic energy has been converted into electric power already; big problem now is cost), class interest is far higher than you'd find at the typical college or university. In fact one of the school's big problems currently is getting the students and their instructors to break up at the end of each hour-long class. Sometimes, they get so wrapped up in a problem that they forget lunch.

The faculty has more than an academic interest in the subject matter. Before the school opened, most of them were a part of the team, headed by Dr. Walter H. Zinn, Argonne's director, actively engaged in nuclear research.

Many of the students are living at International House, on the University of Chicago campus. Others, who have brought their families, rent apartments in La Grange, Joliet, and other nearby communities. When they return home, they'll take more than a knowledge of atomic energy with them.

The Latin American students, for example, should be pretty expert at a game known as "Go," which the students from Japan have been teaching them during study breaks. Two other students, from countries which have been feuding for years, have become close friends. Meanwhile, several others, visiting the U. S. for the first time, have obtained a first-hand glimpse of what Uncle Sam and his children are like. In at least a couple of cases, some important misconceptions have been straightened out.

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Trends In Finance and Business

(Continued from page 11)

5000° F for several hours. With it laboratory production of a small quantity of synthetic diamonds was made possible. But it could be only the beginning of new discoveries.

With the new type of reaction chamber available, new fields for research are opened. A wide range of organic and inorganic compounds exhibit variations in physical and chemical properties under extremely high pressures and temperatures. Some of the forms of matter produced under these conditions may turn out to be more important than the synthetic diamond.

• **The Years Ahead**—America has the strongest, most productive economic system in human history, easily capable of attaining a total national output of \$414 billion by 1960 and making possible an average income of more than \$6,000 annually, with prospects of still greater growth in the years ahead.

This is one of the conclusions of the staff of 25 specialists who have just completed a five-year survey of the country's needs and resources for the Twentieth Century Fund. Here are some of the other findings of the specialists:

American productivity, meaning the average output per hour of work,

is increasing so rapidly that if present rates continue to rise, in another century we will be able to produce as much in one seven-hour day as we now produce in a 40-hour week.

During the past century our rate of output has risen so fast that the average American worker today produces nearly six times as much in an hour of work as his great-grandfather did in 1850. Measured in today's purchasing power, an average hour's work in 1850 yielded 38 cents' worth of goods and services, while an average hour's work in 1960 will produce an estimated \$2.68 in goods and services.

Net output of goods and services in 1950 was 25 times what it was in 1850 and it was done with only eight times as many workers.

The United States, with little more than six per cent of the world's population and less than seven per cent of its land area, now produces and consumes well over one-third of the world's goods and services, and turns out nearly one-half of the world's factory-produced goods.

• **Plastic Pipe**—Plastic pipe that does not rot, rust or corrode is getting a tryout for "house-plumbing" in a model school building erected on the campus of the University of

Michigan by its College of Architecture and Design.

Made of a new high impact, rigid Koroseal material, the new non-metallic pipe is tough and durable, resists internal pressures and has the highest resistance to shock and impact known in the plastic field.

• **Tree Farm**—The American Tree Farm System of forest management on taxpaying timberlands has reached 35,396,564 acres. In some states, certified Tree Farm acreage runs above 30 per cent of the privately owned commercial forest area.

The ratio of certified Tree Farms to all privately owned timberland runs 34.1 per cent in Texas and 33 per cent in both Washington and Oregon. It is 22.8 per cent in California, 20 per cent in Arkansas, 19.8 per cent in Montana, 17 per cent in Nevada, 16.1 per cent in Florida and 15.4 per cent in Alabama.

Texas continues to lead the nation in tree farming with 3,438,970 acres. Arkansas has climbed into second place with 3,300,000 acres. Oregon, with 3,259,079 acres, recently pulled ahead of Washington which has 3,231,608 acres. Florida retains its strong position with 3,177,321 acres. Another state which has topped the 3,000,000-acre mark is Alabama with 3,043,639 acres.

• **Colored Shoes**—If you think that the clothes men wear this summer have all the colors of the rainbow, just wait until next spring.

Men of fashion in 1956 will be putting their best feet forward with even the soles of their shoes resplendent in pastel colors according to the B. F. Goodrich Company shoe experts. The colorful, new soles will harmonize with shoes highlighted with brightly colored uppers. In the future, a man's shoe wardrobe may well rival his lady's.

Introduction of the bright new colors is expected to stimulate sales of men's shoes by encouraging the purchase of an "extra" pair for special occasions. Today, men buy an average of only one and one-tenth pairs of shoes a year. Women average more than three pairs a year, indicating concern with style and color, while children average about five pairs a year, mostly because they outgrow them.

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Transportation and Traffic



HEARINGS before the Illinois Commerce Commission on the current phase of the Docket No. 9760 MC investigation into Illinois interstate motor carrier rates were concluded on June 21 in Springfield, Illinois. There will be a proposed report in the case and the time for parties to submit proposed findings and conclusions was set for July 18, 1955. In the event of an adverse proposed report, parties may, under the commission's rules, take exception and file a brief in support thereof. The case has been set over to October 25, 1955, for further hearing on any additional phase of the rates which may be brought before the commission by interested parties.

General Motors to Show New Passenger Train: The new lightweight, low cost passenger train now being built by General Motors will be introduced to the public at an outdoor exhibition of diesel power scheduled to be staged on Chicago's lake front August 31 through September 25. This new train will be able to carry 400 passengers in "air ride" comfort and reach sustained speeds of more than 100 miles an hour, according to General Motors. Demonstration of the new train will be made on all major railroad systems in the United States.

C.A.B. Revokes Operating Authority of North American Airlines: Scheduled to become effective September 1, 1955, the Civil Aeronautics Board has ordered revocation of the letters of registration of the four large irregular air carriers operating under the name of North American Airlines for knowing and wilful violation of the Civil Aeronautics Act and the Board's economic regulations. The four respondent carriers, said the board "attempted to give a

semblance of propriety to their operations by using four different Letters of Registrations held by four ostensibly separate and independent irregular carriers, but as the Examiner has so painstakingly pointed out, independence of these companies was nominal rather than real, and the alleged owners of these carriers were merely straw men set up to conceal the identity of the true owners." Continuing, the board also stated "when we cut through the web of intercompany dealings and technical devices employed by the respondents, it is perfectly clear that the respondents have attempted to make a mockery of the board's regulations and to operate without regard to the requirements of the Civil Aeronautics Act."

• **Capital Airlines to Inaugurate Viscount Service:** Chicago became one of the first cities to receive regular turbo-prop (jet propeller) service by a United States scheduled airline when Capital Airlines inaugurated its Viscount schedule with a non-stop flight between Chicago and Washington July 26 at 12:45 P.M. The only other airline to operate Viscounts in North America is Trans-Canada Airlines which inaugurated its Viscount schedules out of Chicago on June 23. Capital Airlines is now receiving delivery of planes in its original 60 plane order and as additional equipment becomes available, Chicago will be linked with Viscount service to other cities on Capital's system.

• **Scheduled Airlines Set New Safety Record:** According to figures recently released by the Civil Aeronautics Board United States scheduled airlines' passenger operations for the year 1954 resulted in a death rate per 100,000,000 passenger miles of 0.09. The total number of deaths

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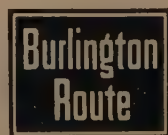


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for the year was sixteen and the passenger miles totaled 17,390,000. The previous low was established in 1952 with a rate of 0.35 deaths per 100,000,000 passenger miles.

• **Railways to Perform Free**

Transportation of Pallets: The Interstate Commerce Commission voted not to suspend railroad tariff provisions whereby railroads would make no charge for transportation of pallets, platforms, or skids used in connection with loaded movements of freight on all commodities from and to points in Official territory. These provisions had been protested by the Central States Motor Freight Bureau, Inc., which argued that if these provisions became effective, shippers would demand "similar treatment from the motor carriers with the ultimate result of loss of much needed revenue for all concerned."

• **Interstate Commerce Commission Reorganizes Work Assignments:**

The Interstate Commerce Commission recently announced reorganization, effective July 1, 1955, which abolishes the present Division One, the Records and Investigations Division, and reassigns its work among other Divisions and the Commissioners. Division Five, the Motor Carrier Division, will be renumbered Division One. The reduction in the number of Divisions of the Commission to four is in line with recommendations of the Wolf Management Engineering Company of Chicago which made a study of the commission's organization in 1953. Along with the numerous other changes already effected in Inter-

state Commerce Commission organization, which include a reduction in the number of bureaus from 15 to 9, the new steps announced by the commission bring closer to completion the reorganization moves contemplated in the Wolf Company's report.

• **State Regulatory Bodies to Co-**

operate in Hearing on Making Rail Increase Permanent: The National Association of Railroad and Utilities Commissioners has accepted the invitation of the Interstate Commerce Commission to cooperate in the hearing concerning the petition filed by the railroads last April, requesting the commission to make permanent the 15 per cent surcharge which became effective in May, 1952, and is presently subject to expire December 31, 1955. Commissioners of the Indiana, Tennessee and Wyoming Public Service Commissions have been designated to represent the National Association in this proceeding.

• **Commissioner Cross Elected**

Chairman of I.C.C.: The Interstate Commerce Commission has announced the election of Commissioner Hugh W. Cross of Illinois as chairman of the commission. The new chairman, a former Lieutenant-Governor of Illinois, took office July 1, succeeding Commissioner Richard F. Mitchell, who has served as chairman since July 1, 1954. Commissioner Cross was first appointed to the commission as a Republican by President Truman on March 8, 1949, to fill the unexpired term of the late Commissioner George M. Barnard, and was reappointed in 1950 for a term expiring December

31, 1957. In the election of Commissioner Cross as chairman, the commission is perpetuating a policy which it has followed since 1911 of rotating the office of chairman each year according to seniority of service.

• **Hotel for Truck Drivers to**

Open in Chicago Soon: A new, modern hotel for truck drivers is slated to open soon in Chicago. The Motor World Hotel, at 5300 South Pulaski Road, is a four-story, block-long, air-conditioned building and shopping center designed especially to serve the needs of the motor freight industry, according to Fred F. Kean and Associates, an hotel management firm which will operate the enterprise. There are 40 truck terminals located within two miles of the hotel.

• **United Air Lines Installs Elec-**

tronic Reservation System: Streamlining United Air Lines reservations procedures is a new electronic system known as "Unisel," which instantly enables telephone or counter sales agents to inform customers what space is available on the airline's flights to or from Chicago today or in the future. "Unisel," built to United's requirements by Tele-register Corporation, also tells agents which flights are operating on time. The master control is installed in the company's reservations office at One N. LaSalle Street while remote units serve the carrier's outlying ticket offices in the Chicago area.

• **I.C.C. May Redefine a Class I**

Railroad: The Interstate Commerce Commission may redefine a Class I railroad, for reporting purposes, as one having annual operating revenues of \$3 million or more. Railroads having operating revenues of less than \$3 million would be classified as Class II carriers. Presently, Class I railroads are having operating revenues of \$1 million or more and such carriers must file monthly and quarterly reports with the commission. The change was recommended by E. R. Jelsma, director of the commission's Bureau of Transport Economics and Statistics, who said that the purchasing power of money today is one-third what it was in 1920 when the \$1 million figure was set for Class I railroads.

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HArrison 7-3915

Here, There and Everywhere

(Continued from page 8)

hibit" ever held aboard a regularly scheduled passenger train. The exhibit will be changed four times a year. The train, incidentally, never gets to Danville.

Power Reserves — World demand for electrical power by the year 2000 will exceed supply unless atomic energy is harnessed as a source of energy according to a survey made by Minneapolis-Honeywell Regulatory Company. It is estimated that need for coal, oil and gas will top the available supply in less than 50 years but that there is available enough low-cost fissionable material to last for centuries — some 25 million tons.

Tile Shipments — Shipments of wall and floor ceramic tile for the first quarter this year were up 27 per cent in dollars over the same period last year. This compares to a 13 per cent increase in total construction and 21 per cent in private building.

Direct Mail — Direct mail advertising accounts for 14.3 per cent of today's advertising dollar, second only to newspaper advertising, and was valued at \$1.4 billion in 1954 according to Charles S. Downs of Abbott Laboratories. He also reports the industry will hold its annual convention in Chicago from September 12 through 14 at the Morrison Hotel.

Moving Sidewalks — The new \$10 million air terminal in Dallas, Texas, will have 1,406 feet of moving sidewalks for carrying passengers and baggage to and from the planes and waiting room. They will move at a speed of one and two-thirds miles an hour, about average walking speed. Made by Hewitt-Robins, Incorporated, Stamford, Connecticut, the Dallas installation will cost \$234,703.

Beginning Salaries — Starting salaries for beginning engineers continue to rise at Illinois Institute of Technology. School figures show that the starting pay of the 1955 June engineering graduate with a bachelor of science degree climbed to \$381 per month, as compared to the \$363 received by the 1954 June

graduate. The beginning engineer salary has increased every year since 1949 when the average was \$282 a month.

• **New Premium Mart** — Premi-O-Rama, a year 'round mart devoted entirely to the display of premiums and advertising specialty items, has opened in Chicago. Located at 216 S. Wabash Avenue, it is designed to provide premium buyers a chance to see and examine complete lines of premium manufacturers, all under one roof at anytime during the year. Cost to Exhibitors is \$600 a year for a display booth, eight feet high by five feet wide by eighteen inches deep. No salesmen are on the premises. Prospective buyers can contact a manufacturer directly after seeing his wares or ask the attendant on duty to have the manufacturer contact him.

• **New HI-FI Line** — Bell and Howell Company has entered the high fidel-

ity field with a new series of six radio - phonograph - tape recorder units ranging in price from \$500 to \$2,000. The new instruments, now in production, will be marketed nationally by a limited number of music and department stores.

• **Vegetable Packing** — Production of vegetables for processing last year returned nearly \$240 million to the nation's farmers. This was \$22.3 million more than the average for the ten years 1943-1952. The leaders in canned and frozen vegetables in 1954 were corn, tomatoes, asparagus, snap beans, cabbage and green peas.

• **Taxes: A Popular Subject** — More bills have been introduced in Congress on taxes than on any other major problem. Outranking such legislative favorites as "agriculture," "rivers and harbors," and even "veterans," many of the bills suggest amendments to ease income taxes. While most of the 326 tax bills will not become law, they show the trend of Congressional thinking on the income tax problems of the folks back home.

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SUPERIOR 7-0545

New Products

Bench-table Combination

Austin Home Utilities, Inc., 901 S. Harlem Avenue, Oak Park, Illinois, is producing a wooden bench that converts into a picnic table. Made in clear redwood or knotty pine, the unit comes in three different lengths, four, six or eight feet. Prices start at \$19.95.

Stops Vapor Lock

A device for stopping gasoline vapor lock in car, bus, truck, or tractor has been introduced by Klemm Products, 1718 N. Damen Avenue, Chicago 47, Illinois. Called the "Klemm Vapor-Liminator," the device is sold through automobile supply houses for \$2.95.

Makes Buttered Oven Toast

A combination electric toaster and oven for making buttered oven-toast on the breakfast table is offered by Osmond's, P. O. Box 1591, Little Rock, Arkansas. Made of lightweight aluminum, it sells for \$9.95 postpaid, complete with cord.

Turbodiesel Engine

A lightweight, 175 horsepower turbodiesel has been announced by Cummins Engine Company, Inc., Columbus, Indiana. Designated the JT-6, it is a six cylinder, in-line type engine. Installed in a truck it weighs only 1,615 pounds or 9.2 pounds per horsepower. The engine weighs 800 pounds less than other Cummins diesels of equivalent horsepower and is comparable in weight to gasoline engines of similar power.

Portable Welder

The Sittler Corporation, 18 N. Ada Street, Chicago 7, Illinois, is marketing a portable electric welder said to include features that make it possible for even less-experienced operators to use it successfully. Principal feature of the welder is a timer that provides welding accuracy from 1/10th of a second to a full

second, effectively preventing any danger of burning through the work.

Transistorized Clamped Flip-Flop

A plug-in transistorized clamped flip-flop has been developed by Sprague Electric Company, 265 Marshall Street, North Adams, Massachusetts. Power and space requirements of the new flip-flop are about one-third less than conventionally wired tube flip-flop circuits.

Time Card Collector

An automatic card rack that eliminates the tedium of individually collecting time cards has been introduced by International Business Machines Corporation, 590 Madison Avenue, New York 22, N. Y. It automatically collects, in sequence, all cards in the rack by sliding the card collector upward, a simple, one-hand operation.

Compressor Clutch

An electric compressor clutch designed especially to solve problems of automobile air conditioning has been announced by Warner Electric Brake & Clutch Company, Beloit, Wisconsin. The new clutch makes it possible to start and stop the air conditioning system by manual or thermostatic control and cuts noise, expense and inefficient operation.

Portable Lectern

A portable lectern, light in weight, easily set up, and which folds compactly for convenience in carrying and in storage, is now available from the Detroit Lectern Company, Inc., 13336 Kercheval Avenue, Detroit 15, Michigan. It sells for \$19.75. A carrying case for the unit is also available at \$7.50.

Straight-Wall Pre-Fab

Development of a new "straight-wall" pre-fabricated steel building, featuring trussless construction and

cifically designed to meet storage and warehousing needs of industrial users, has been announced by Wond Building Corporation of America, 30 N. La Salle Street, Chicago, Illinois. Erection costs are said to average 30 cents per square foot and purchase costs, \$1.25 per square foot.

High Precision Water Bath

The first precision water bath utilizing infra-red heat has been placed on the market by the Chicago Apparatus Company, 1735 N. Highland Avenue, Chicago, Illinois. It is for use in industrial, research, and control laboratories and maintains a constant temperature within 0.1 degree Centigrade.

Projection Screen

Radiant Manufacturing Corporation, 2627 W. Roosevelt, Chicago 8, Illinois, has announced an improved, low-cost automatic wall and ceiling projection screen. According to the manufacturer the price range for this new screen is 15 to 20 percent lower than similar models on the market. Switch operated and easily installed by simple hanging from wall or ceiling, it is available in eight sizes from 6 by 8 foot to 12 by 12 foot.

Handles Narrow Loads

Automatic Transportation Company, 149 W. 87th Street, Chicago, Illinois, is making an electric-driven "transveyor" truck with a platform just 20 inches wide for handling exceptionally narrow loads weighing as much as two tons. The unit is equipped with a self-balancing feature which automatically compensates for uneven floor surfaces, and eliminates frame distortion and uneven load distribution, the maker says. It comes with platform heights of 6, 7, 9, or 11 inches, and platform lengths which can be specified to fit individual materials handling requirements.

Look! No Hands

A wrist watch, without hands or dial, will be on the market September 1. It is made by Elgin National Watch Company, Elgin, Illinois. Instead of hands pointing to numbers on a dial, hour and minute numbers

rotate into view on circular disks. They are seen through a tiny, v-shaped opening at the bottom of the watch. In a 14-karat gold filled case with 21-jewels, the watch will sell for \$75.

Macroscopic

A macroscopic which provides an erect, unreversed image useful in production line operations, inspection, and quality control has been announced by Bausch & Lomb Optical Company, Rochester, N.Y. Magnifications of 10X, 20X, or 40X are available, suitable for a wide variety of industrial applications.

Adjustable Press Control Arm

A new adjustable press control arm, designed and manufactured by Danly Machine Specialties, Inc., 4358 W. Roosevelt Road, Chicago, Illinois, provides a completely flexible method of positioning the "run" and "stop" buttons on presses. It is said to conserve operator time and motion and to promote safety by permitting the operator to place the press "run" and "stop" buttons at the most convenient and the safest operating position.

Check Protector

Checkmate Company, 1739 Milwaukee Avenue, Chicago 47, Illinois is producing a combination ball

point pen and check protector. At one end of the conventionally shaped writing instrument is a ball point pen. At the other end is a self-inking perforator wheel said to provide positive protection for any check. Each end is covered by a removable, gold-plated cap. Retail at \$2.98.

New Pneumatic Nailer

Spotnails, Inc., 1527 Lyons Street, Evanston, Illinois, is manufacturing an air gun employing a new high velocity drive which literally shoots an 18 gauge fastener into the hardest woods. Lack of recoil permits the Spotnailer to be used at arm's length without fatigue according to the manufacturer. Less frequent reloading is needed with the new device as the magazine holds 200 fasteners, said to be the largest load to be found in any portable machine.

Lightweight Dollies

A completely re-designed line of magnesium pallet dollies has been announced by the materials handling division of Magnesium Company of America, East Chicago, Indiana. The new line features extruded magnesium frames, hardened steel axles, and phenolic resin rollers with factory-lubricated sealed bearings. Although the new pallet dollies are available in capacities to 4,000 pounds, the average model weighs only 37 pounds.

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East Chicago Rehabilitation

(Continued from page 19)

wanted to live better, sure, but they wanted to stay in East Chicago. And, since more people work in the city's mills and refineries than live in the community, significant percentages of other residents in the area indicated a desire to locate in East Chicago providing suitable housing could be found.

Market Exists

Stripped of the researcher's technical talk, this means a sizable market for decent housing exists in the city—that people have the means and the desire to buy, build and rent homes and apartments if they can be made available. The statistical tables proved the city wasn't dead, that something could be made of it.

Wheels started turning in the minds of men like Mayor Walter Jeorse, Neele Stearns, an Inland Steel vice-president, Roger Dunn, Graver Tank's treasurer and others. The idea of a non-profit foundation was the result.

Industry's interest is obvious—better workers in a better community, a stable labor force for expanded operations. (Both Inland and Youngstown are adding to existing installations and facilities.)

Purdue University officials saw the opening of a vast new field of research—a living laboratory for graduate students, a chance to apply new techniques of adult education in showing minority groups how to adapt to new conditions.

City officials saw a chance to accomplish what no one could do before—rehabilitate their city.

Industries anted up gifts of \$5,000 or more and individuals signed up to kick in a minimum of \$10 each to help the cause. Mayor Jeorse and Dennis Karras, then city council president, started poring over state laws governing slum clearance and land use.

Dr. Stewart was named president of the new foundation; Stearns, vice-president; A. C. Senour, East Chicago's superintendent of schools, secretary; and D. M. Woodburn of Purdue's accounting staff treasurer.

Since Chicago is showing the nation the way in urban redevelopment, not only in slum clearance but in prevention of blight, the foundation turned to Chicago for ideas as well as manpower.

The Chicago Dwelling Association supplied the foundation with its general director, 38-year-old Thomas S. Bunsa of Park Forest, Illinois. He

headed the Chicago agency for four years before accepting the challenging East Chicago post, offered him after a nationwide search for a qualified expert in redevelopment, young enough to give continuity to what must essentially be a long-range program.

Dr. Stewart's administrative and financial knowledge complemented Bunsa's technical training and experience. But both were "outsiders." A third team-member was needed who knew the area and its people intimately.

Young William Lowery, at the time secretary of the Hammond Chamber of Commerce, filled the bill. Lowery is director of public relations for the foundation. The post entails not press-agentry but recruitment and education. Lowery's job is to woo the necessary support of civic, social and labor groups for the foundation's purposes. He seems to be succeeding.

Pass Ordinance

East Chicago's common council has approved a land-clearance ordinance, based on a 1955 act of the state's legislature which will pave the way for much of the foundation's work.

Less than a month ago, the foundation's directors approved the first major forward step—aside from voluminous survey work basic as a guide to future projects.

Within a matter of weeks the last parcels of land will have been purchased in "Urban Renewal Area No. 1," 179 acres of slums at Block and Pennsylvania avenues, and the sorest of the city's sore spots.

To start with, 12 acres of substandard homes are to be eradicated. The 100 families thus displaced are to be provided living quarters in a new high-rise building like those the New York Life Insurance Company has been erecting on Chicago's South Side.

Foundation funds, part of the \$800,000 earmarked for such use, will pay for clearing the land and financing the new building. Construction will start as soon as the site is cleared, by late fall if all goes well. Twenty months later the first families will move in.

Plans are to duplicate this first project twice more in the same area. By then the land clearance commission should be functioning and this

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activity will become part of the effort to reclaim all 179 acres of the area and relocate all the 2,900 families, all members of minority groups. Eventually the foundation hopes to sell the three buildings it is presently prepared to erect.

"We don't want to be in the real estate business," says Bunsa, an intense, hard-driving young executive. This is a pilot project, designed to show private enterprise the way."

Private Builders

He hopes — his word is "expects" — private builders will take over on future projects to build single-family, multiple-family, row-house and apartment dwellings in less deteriorated sections of the city. And Bunsa says banks and savings and loan associations in the Calumet area will finance individual building projects and make F.H.A. Title No. 1 loans to home-owners persuaded to effect needed improvements.

City officials see today's "Urban Renewal Area No. 1" in the future as a section of parks, playgrounds, parking areas and new shopping areas. Frank Rudzinski, current city council president and successor to Marras as a foundation director, sees this present "tobacco road" area as a vista of modern homes in the not-too-distant future, with various types

of housing complementing the three high-rise buildings contemplated by the foundation.

Dr. Stewart, Bunsa, Stearns and the other foundation spark-plugs are concentrating right now on East Chicago and specifically on Project No. 1 but they see in their crystal ball a day when this present task will be ended and the foundation can expand its activities to other areas of Indiana's Lake County, which its charter permits.

Already civic leaders in Gary, Hammond and Whiting have been appraised of the foundation's aims and told to stand by.

"There's an unequalled opportunity here," says Dr. Stewart, "for some real pioneering in city planning. We're already working with the neighboring cities of the Calumet region right now to get more North-South roads constructed to solve the traffic problem common to all four communities. That's part of our efforts too. Someday, with luck and perseverance, we'll have helped to benefit all the thousands of every race and nationality group who live and work in this favored part of Mid-America."

Whether all that can be accomplished or not it's a fact that industry — even competing industries — can face up to the obligation of improving dependent communities.



MEL MILLER

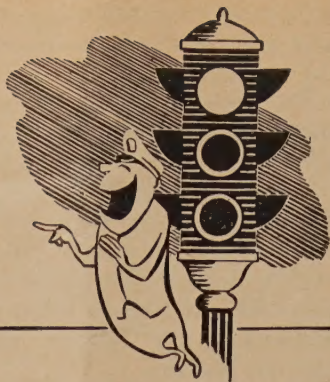
"I'm going to need this letter in a few days, so please don't file it. Put it in an envelope and mail it to me."

Advertisers' Index

Agencies listed in italics

A	
A-Z Letter Service	29
Allied Screw Machine Co.	34
B	
Baird & Warner	10
<i>Proebsting Taylor Inc.</i>	
Batthey & Childs	29
Boynton, A. J., & Co.	36
<i>Marsteller, Richard, Gebhardt & Reed, Inc.</i>	
Buyers' Guide & Industrial Directory of Chicago	9
C	
Chicago-Allis Mfg. Corp.	38
<i>Spaulding Adv. Service</i>	
Chicago Burlington & Quincy Railroad	33
<i>Reincke, Meyer & Finn</i>	
Chicago Name Plate Co.	29
Chicago Tribune	B. C.
<i>Foote, Cone & Belding</i>	
Clearing Industrial District	3
D	
Dai-Ichi Bank	30
DeLeuw, Cather & Co.	29
Doering, C. & Son, Inc.	34
<i>H. A. Hooker Advertising Agency</i>	
Donnelley, Reuben H., Corp.	11
<i>N. W. Ayer & Son, Inc.</i>	
E	
Efengee Electrical Supply Co.	I. F. C.
<i>Elliot, Jaynes & Baruch</i>	
Empire Warehouses, Inc.	10
H	
Haines Company, The	38
Harrington, J. J., & Co.	29
Hyre Electric Co.	27
<i>George H. Hartman Co.</i>	
K	
Kedzie Protective Patrol	38
Kiwi Coders Corporation	29
L	
Lou Steel Products Co.	38
M	
Maier-Lavaty Co.	31
<i>Cruttenden & Eger Associates</i>	
Mandell Mfg. Co.	36
McCauley, James H., & Sons, Inc.	26
P	
Peoples Gas Light & Coke Co.	I. B. C.
<i>Needham, Louis & Brorby, Inc.</i>	
Personnel Laboratory, The	29
Phipps Industrial Land Trust	28
<i>Jewell F. Stevens Adv. Co.</i>	
R	
Rathborne Hair & Ridgway Box Co.	25
<i>The Richard Morton Co.</i>	
S	
St. Paul Federal Savings & Loan Assn. of Chicago	37
Schrade-Batterson Co.	24
<i>Dancer-Fitzgerald-Sample, Inc.</i>	
Standard Oil Co.	6
<i>D'Arcy Adv. Co.</i>	
Stock Yard Inn	8
U	
Union Club Motor Livery	35
United Air Lines, Inc.	2
<i>N. W. Ayer & Son, Inc.</i>	
United States Steel Corp.	1
<i>Batten, Barton, Durstine & Osborn</i>	
V	
Van Vliissingen, J. H., & Co.	28
<i>Jewell F. Stevens Adv. Co.</i>	

Stop me...If...



Reporter—"Do you think the Senator put enough fire in his speech?"

Representative — "Frankly, the Senator didn't put enough of his speech in the fire!"

"All you men fond of music step forward," bawled the top sergeant. Six men responded.

"O.K. You six get busy and lug that piano up to the top floor of the Officers' quarters."

"Are you really content spending your time walking about the country begging?" "No," said the tramp. "Many times I wish I had a car."

Sergeant—"Do you believe in life after death?"

Recruit—"Yes, sir."

Sergeant—"Then everything is in order. After you got leave for the afternoon to bury your grandfather, he came here to see you."

"What is your name, please?" asked the precinct worker.

"Maggie Dugan."

"And your husband's name?"

"Dugan, like my own."

"But what is his full name?"

"Well, when he's full he thinks he's Jack Dempsey; but when I take him in hand he's still Dugan."

"My dad is an Eagle, a Moose, an Elk and a Lion," boasted one youngster.

"Yeah?" gasped his wide eyed companion. "How much does it cost to see him?"

Father: "And there, my son, you have the story of World War II."

Son: "Yes, Dad, but why did they need all the other Marines?"

The golf duffer seldom addresses the ball properly . . . after he misses it.

Son: "Pop, what is meant by 'Woman's Sphere?'"

Pop: "The earth."

Angry widow (after learning husband has left her almost nothing): "I want you to take 'Rest in Peace' off that tombstone I ordered yesterday."

Engraver: "I can't do that, but I can add something else."

Widow: "All right. Add 'Till We Meet Again'."

Tenant: "This roof is so bad that it rains on our heads. How long is this going to continue?"

Owner: "What do you think I am, a weather prophet?"

Dad and his small daughter were standing in front of a lion's cage at the park zoo. He was explaining how strong and fierce lions are. His young hopeful took it all in, and then said:

"Daddy, if it got out of its cage and ate you up, what bus should I take to get home?"

Visitor—"How many students are there in your class?"

Professor—"About one in every five."

"Pa," said the editor's little daughter, "I know why the editors call themselves 'we'."

"Why?"

"So the fellow who doesn't like what's printed will think that there are too many of them for him to lick."

A hobo knocked on the door of an inn called "George and the Dragon." The landlady opened the door, and the hobo asked for something to eat. "No!" she growled, slamming the door in the man's face. The hobo knocked again, and the landlady opened the door. "May I talk to George, please?" he said.

The rich old gentleman was sitting in his wheelchair beside an open window as a slick chick walked by, displaying a comely figure.

"Quick, Jenkins," called the old gentleman to his valet, "bring me my teeth. I want to whistle."

The sergeant really lost his temper with the recruit. But the more the sergeant stormed and raved, the more blandly unconcerned was the recruit.

"Doesn't anything I say make the slightest difference?" the sergeant demanded.

"No," said the recruit. "I'm a baseball umpire in civil life—I'm used to it."

The old gentleman stopped to talk to the little girl making mud pies on the sidewalk.

"You're pretty dirty, aren't you, little girl?"

"Yes," she smiled, "but I'm prettier clean."

Living in the past has one thing in its favor—it's cheaper.



WALTER COX